



City of Florence
A City in Motion

PRESS RELEASE

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TRAFFIC PATTERN CHANGE ON RHODODENDRON DRIVE

FLORENCE, OR – Look for a big traffic pattern change after the permanent striping is applied to Rhododendron Drive between Hwy 101 and Hemlock Street after May 25th.

As the City contractor is completing the Rhododendron Drive Water and Roadway Improvement project, one of the final steps is the street striping. The section between Hwy 101 and Hemlock Street will be striped to accommodate two bicycle lanes; two travel lanes; and on-street parking along the north side of the roadway.

“Starting in May, motorists will notice a change in the traffic pattern on Rhododendron Drive between Hwy 101 and Hemlock Street” stated Mike Miller, Florence Public Works Director. “In accordance with the City Transportation System Plan and the existing roadway width, this section of Rhododendron Drive will only have on-street parking along the north side of the street. Next to the on-street parking area will be a 6-foot bike lane and then a travel lane. The centerline of the roadway will shift a bit to the south in order to accommodate the parking area and bike lane as you travel to the west. East bound there will be a 6-foot bike lane next to the curb and then a vehicle travel lane,” Miller said.

“The striping in this area will also provide a traffic calming effect, since the striping will provide visual cues that the roadway is narrower,” Miller stated. West of Hemlock Street, the street section will only accommodate two 6-foot bicycle lanes and two 11-foot vehicle travel lanes. There is also a new sidewalk along the north and east side of Rhododendron Drive between Hemlock and 9th streets.

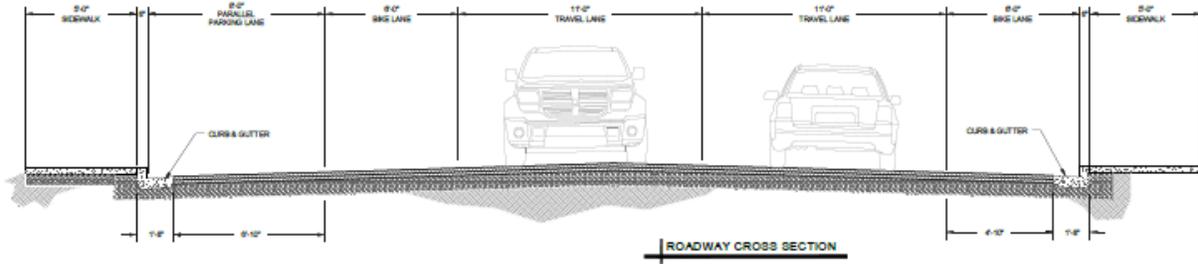
This project, along with the Rhododendron Drive shoulder extension project between 9th and Wildwind streets, improves pedestrian, bicyclist and driver safety along the entire corridor from Hwy 101 to Wildwinds. The section between Hemlock and Wildwind is much wider than before. Motorists are asked to watch their speeds in area between Hemlock and Wildwinds, since this area will remain posted at 30 mph.

For more details about street striping operations and this project, contact City of Florence Public Works at 541-997-4106.

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Illustration Included:

Typical cross section of Rhododendron Drive between Hwy 101 and Hemlock Street



This cross section is looking from Hemlock Street towards Hwy 101

Plan view of the striping

