

ReVision from 1A

“We’ll get going underway shortly, and you’ll actually see the work being done on the highway,” Messmer said. “Communication will be key through this.”

The city plans to use its social media, website and newsletter, as well as local media, to communicate with the public. In addition, city staff created a Construction Survival Guide booklet for businesses and the community. It will be available at Florence Public Works, the Florence Area Chamber of Commerce Visitors Center, Florence Events Center, Florence Justice Center, Florence Senior Center and other places around town.

“We understand that a project of this magnitude will impact community members and businesses during construction. We’re hoping to be the least intrusive that we can,” Messmer said. “We put together this survival guide to help businesses owners and community members understand the project, know what to expect and to help provide some suggestions

and ideas used in other communities to help businesses succeed through construction.”

As for the construction, there are some with restrictions on work on the highway, Messmer said.

Construction will take place during both day and at night, with lane closures at night since the city may not restrict traffic on Highway 101 during peak hours. In addition, crews will maintain safe pedestrian and vehicle access during the entire project.

“Travel on Highway 101 should stay pretty consistent,” Messmer said.

However, some local and side street closures will happen throughout as crews work on sidewalks and bump outs.

Next, Murraysmith Senior Engineer Chris Link spoke about the consultation process for ReVision, beginning in September 2015.

“The goal was to prepare design concepts and a masterplan for this corridor in a way that accomplishes the city’s vision of reinvesting in it, improving pedestrian and bike safety, and making it more inviting for use,”

Link said. “The current design stays true to a lot of the early concepts. If you were at the open house 2 years ago where we rolled out those concepts, a lot of those ideas remained in the final design.”

In addition, David Dougherty, firm principal and lead designer of Dougherty Landscape Architects, spoke further about ReVision’s design features.

“If you look at the current condition of the ReVision area, it is pretty much all grey,” Dougherty said. “The bleak nature of the corridor does nothing to complement the healthy businesses and activities beyond the corridor. Our job is to create safety first with safe pedestrian places and safe places to ride bikes, as well as to accommodate a nice experience, both visually and experientially as you move through. We’re hoping to activate the highway corridor so that more people use it.”

The consulting firms will make Highway 101 a more inviting place, as well as create new “gateways” into both Florence and Historic Old Town. One gateway will be on Highway 126 at Quince Street and the main one at Maple Street on Highway 101.

“They will provide a landmark to enter Florence from,” Dougherty said.

He said the gateways are

inspired by the art deco design of the Siuslaw River Bridge, completed in 1936. They will be 25-foot columns made of pre-cast concrete and aluminum and feature lighting.

In addition to the gateways, there are 15 plinths included in the design for the city to feature public art.

“There will be more of a personal opportunity for local artists to express what this place is and what’s unique about Florence,” Dougherty said. “We tried to capture that in the design as much as possible.”

The Florence Public Art Committee will run the selection process of permanent and rotating art pieces.

According to Link, “The majority of the work on Highway 101 is going to occur outside the travel lane — the bike lanes, parking areas, curbs and sidewalks. Throughout the stretch of 101, there will be new 8-foot sidewalks, ADA compliant ramps at every crossing, landscaping and pedestrian amenities. One other thing I think is pretty neat is we are going to take the aerial utilities and run them underground. That eliminates a lot of visual clutter.”

By “improving the full width of the highway,” as Link said, more people will slow down and notice both Florence and its Urban Renewal District.

For Dougherty, his firm’s responsibility was to “create a pedestrian environment” that specifically addressed pedestrian and bicycle safety.

ReVision will visually narrow the 100-foot wide Highway 101 by delineating parking, increasing landscape and adding pedestrian crossings. With this design, some side streets, such as Nopal and Maple, will be corrected to be more perpendicular to the highway.

Pedestrian amenities will include updated lighting — to illuminate pedestrians on one side and highway traffic on the other — banners, flower baskets, benches, landscaping, bike racks, trash receptacles and more.

Some areas, including pedestrian crossings and plazas, will use patterned, colorful concrete to bring out the city’s unique character of wind, waves and sand.

“These will reflect the pattern of the ebb and flow of water,” Dougherty said. “The idea is that there is sand and water at work here, which happens throughout the Siuslaw estuary and with the Pacific Ocean.”

He said the plazas will draw people in and encourage them to rest on a bench while creating interest.

The landscaping “adds green to what is now a grey area,”

Dougherty said.

Taller trees along the highway will be a mix of deciduous, high-canopy trees including red maple, ginkgos and red alder. In larger landscaped areas, the design calls for conifer trees, native shore pines, Douglas firs, cedars, vine maples and rhododendrons. In addition, some areas will feature cultivated sand dunes and beach grass.

The open house had two presentations and allowed people to interact with representatives from the city, ODOT and the consultants. People were able to ask questions about aspects of the design and timeline.

“We will have a line of communication open and will work with the community on this,” Messmer said.


She gave her name as the contact person for the city and FURA. She can be reached at 541-902-2182 and megan.messmer@ci.florence.or.us.

For questions for ODOT, people can contact ODOT Public Information Officer Angela Beers Seydel at 541-746-2442 and angela.beers-seydel@odot.state.or.us.

In addition, the City of Florence has a comprehensive project page for ReVision at ci.florence.or.us.

“It’s an exciting milestone to be at the final design,” Link said.

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THIS WEEK ON THE COAST

A WEEKLY LISTING OF COMMUNITY EVENTS IN THE FLORENCE AREA

SUBMIT ALL EVENTS INFORMATION VIA EMAIL TO PRESSRELEASES@THESIUSLAWNEWS.COM

Thursdays through May 24

New Testament Class on St. Matthew
Taught by Joel Marks, adjunct professor of American History
6:30 to 8 p.m.
Open to public; refreshments served
Church of Jesus Christ of Latter — day Saints

Wednesdays

Points of Grace Community Acupuncture
Experience relief from pain and stress
11 a.m. to 1 p.m.
Donations encouraged
Wellspring Clinic
1845 Highway 126

April 28

FlorenceFest '18
Noon to 8 p.m.
Tickets required
Florence Events Center

Patriot Place presents Sam Carpenter
Republican candidate for governor
1 to 3 p.m.
Patriot Place, 175 Nopal St.
www.PatriotPlaceFlorence.com

Dowsing Workshop with John Stead
Time TBA
Open to public
Siuslaw Public Library

May 4

Lane Community College Closed for Staff In — Service Day
No classes will be held and no services will be available, unless otherwise announced
LCC Florence Center
lanecc.edu/calendars/academic — calendar

Parking Lot Sale
10 a.m. to 3 p.m.
Open to public
Florence Habitat for Humanity
ReStore

First Friday Fish Fry
5 to 7 p.m.
Dinner costs

St. Mary Our Lady of the Dunes
85060 Highway 101

May 5

Mapleton Pride Clean Up Challenge
9 a.m. to noon
Open to public; taco lunch provided for volunteers
Mapleton Food Share

Plant and Rummage Sale
Women of the United Methodist Church
9 a.m. to 2 p.m.
Open to public
Florence United Methodist Church

Parking Lot Sale
10 a.m. to 3 p.m.

Open to public
Florence Habitat for Humanity
ReStore

“The Reunion” Beatles Fantasy Tribute
7 p.m. — show
Tickets required
Florence Events Center

May 6

Jazz Kings — “You Asked For It”
2 p.m.
Tickets required
Florence Events Center

Visit rivercal.org for more calendar events.

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