

**CITY OF FERNDALE – HUMBOLDT COUNTY CALIFORNIA – U.S.A.  
REGULAR PLANNING COMMISSION MEETING  
AGENDA**

Location:	City Hall	Date:	April 17, 2013
	834 Main Street	Time:	7:00pm Regular Meeting
	Ferndale CA 95536	Posted: 4/11/13	

The City endeavors to be ADA compliant. Should you require assistance with written information or access to the facility please call 786-4224 24 hours prior to the meeting.

1.0	Open meeting / flag salute / roll call	
2.0	Ceremonial:	
2.1	Oath of Office for Commissioner Marc Daniels	
2.2	Renewal Oath of Office for Commissioner Uffe Christiansen	
3.0	Update Agenda	
3.1	Proposed changes, modifications to agenda items	
3.2	Commissioners comments	
4.0	Approval of previous minutes	
4.1	March 20, 2013.....	Page 2
4.2	April 2, 2013.....	Page 3
5.0	Public Comment .....	Page 4
6.0	Public Hearing	
6.1	General Plan Safety Element Update: Initial Draft.....	Page 5
7.0	Business	
7.1	General Plan Update: Selection of Next Element .....	Page 73
7.2	Potential Changes to Vacation Rental Use Permit Process.....	Page 78
7.3	General Plan Annual Progress Report .....	Page 79
7.4	Draft Sign Ordinance section approval: Section 1000, 1001, 1002, 1004.1, 1004.2 .....	Page 89
7.5	Planning Reference Book Update .....	Page 119
7.6	Design Review Committee Report .....	Page 120
7.7	724 Main Street – notifications to the Planning Commission.....	Page 121
7.8	Appointment to the Design Review Committee .....	Page 122
7.9	Election of Chair and Vice-Chair of the Planning Commission.....	Page 123
7.10	Building and Land Use Permits .....	Page 72
8.0	Correspondence and Oral Communications .....	None
9.0	City Planner’s and Deputy City Clerk’s Staff Reports .....	Page 124
10.0	Design Review Minutes.....	Page 126
11.0	Sign Committee Minutes.....	None
12.0	Adjournment – Next regular meeting May 15, 2013 .....	Page 128

**City of Ferndale, Humboldt County, California USA**

Minutes for Planning Commission Meeting of March 20, 2013

Call to Order: Chair Jorgen Von Frausing-Borch called the Regular Planning Commission meeting to order at 7:00pm. Commissioners Uffe Christiansen, Lino Moggi and Dean Nielsen along with staff City Clerk Nancy Kaytis-Slocum and City Planner Melanie Rheaume were present. Those in attendance pledged allegiance to the flag.

MOTION: (Nielsen/Christiansen). The February 20, 2013 minutes were unanimously approved. There was no public comment.

Public Hearing opened 7:05pm: 176 Francis Street - Request for a Use Permit to allow for vacation rental use of the existing residence located at 176 Francis Street (APN 031-043-016). The project site is zoned Residential Two-Family Design Review (R-2-D). The Public Hearing was closed. MOTION (Nielsen/Christiansen) Adopt Resolution No. PC 2013-07 making the required findings of fact listed in Attachment A to approve the Use Permit, subject to the conditions of approval listed in Attachment B, and allow for vacation rental use of the existing residence located at 176 Francis Street. All in favor.

Building and Planning Applications: There were no comments from the commissioners.

Sign Ordinance Draft: Chairman Michael Bailey of the Sign Ordinance Committee talked about the Sign Ordinance draft. Since there is so much information in the Ordinance the Planning Commission asked that this item be brought back to the Commission in sections to approve. Section 1000, 1001, 1002, 1004.1, 1004.2 in April; 1004.3, 1004.4, 1004.5, 1004.6, 1004.7 in May; 1005.1; 1005.2, 1005.3, and 1005.4 in June.

General Plan Safety Element Update: Chapter 10.0 Goals, Policies and Implementation: The Safety Element will go to Public Hearing at the April 17 meeting.

Planning Reference Book: City Clerk Kaytis-Slocum distributed the "Handbook for City Council Appointed Commissioners, Committee Members and Board Members and explained that this item will be on the agenda until every commissioner is updated on the Reference Book.

Duties of the Planning Commission, Design Review Committee and Sign Ordinance Committee: City Clerk Kaytis-Slocum reviewed the duties. The Chair asked for proof of when 724 Main Street was first brought to the Commission's attention.

Planning Commission Terms: Chair thanked the secretary for the list of all the commissioners and their term dates.

Planning Commission Applicants: Commissioner Uffe Christiansen agreed to serve another term at the Council's pleasure. A special meeting will be set up for 3/25/13 to interview any additional applicants that have come in, and the commission will recommend City Council appointment to the Planning Commission.

The next regular meeting will be April 17, 2013 at 7pm. The meeting was adjourned at 8:47 pm.

Respectfully submitted, Nancy Kaytis-Slocum, City Clerk

**City of Ferndale, Humboldt County, California USA**  
Minutes for Special Planning Commission Meeting of April 2, 2013

Call to Order: Chair Jorgen Von Frausing-Borch called the Regular Planning Commission meeting to order at 4:15am. Commissioners Uffe Christiansen and Dean Nielsen along with staff City Manager Jay Parrish and Deputy City Clerk Lacy Pedrotti were present. Commissioner Lino Mogni was absent. Those in attendance pledged allegiance to the flag.

Planning Commission interviewed Marc Daniels for filling the vacant spot. MOTION: To recommend that the City Council appoint applicant Marc Daniels to the Planning Commission. (Christiansen/Nielsen) All in favor.

The next regular meeting will be April 17, 2013 at 7pm. The meeting was adjourned at 4:35 pm.

Respectfully submitted,

Lacy Pedrotti

Deputy City Clerk

## **Section 5: PUBLIC COMMENT**

This time is for persons who wish to address the Commission on any matter not on this agenda and over which the Commission has jurisdiction.

Items requiring Commission action not listed on this agenda will be placed on the next regular agenda for consideration, unless a finding is made by at least 2/3<sup>rd</sup> of the Commission (three of the five members) that the item came up after the agenda was posted and is of an urgent nature requiring immediate action.

This portion of the meeting will be approximately 30 minutes total for all speakers, with each speaker given no more than five minutes.

Please state your name and address for the record. (This is optional.)

## **Section 6: Public Hearing**

1. OPEN PUBLIC HEARING
  - a. Announce agenda item number and state the subject
  - b. Invite staff to report on the item, including any recommendation
  - c. Ask members of the Council or Commission if they need clarification. If so, the questions should be asked of the person reporting on the item.
  - d. Invite Public Comment. Mayor or Chair may limit the time for speakers to 3 minutes
2. CLOSE PUBLIC HEARING
  - a. Invite a motion from the governing body and announce the name of the person making the motion
  - b. Invite a second from the governing body and announce the name of the person seconding the motion
  - c. Make sure everyone understands the motion by having it repeated by
    - i. The maker of motion
    - ii. The Chair
    - iii. The Secretary
  - d. Invite discussion by members of the governing body
  - e. Take a vote; ayes and then nays are normally sufficient
  - f. Announce the result of the vote and announce what action (if any) the body has taken.
  - g. Indicate names of members who voted in the minority of the motion

Meeting Date:	April 17, 2013	Agenda Item Number	6.1
Agenda Item Title:	General Plan Safety Element Update: Initial Draft		
Presented By:	Melanie Rheame, Contract City Planner		
Type of Item:	<input type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Information
Action Required:	Review and receive public input		

**RECOMMENDATION:** Review the attached Safety Element Update Initial Draft and receive public input.

**BACKGROUND:** The Ferndale City Council has implemented a multi-year General Plan Update process. In 2012, the City completed and adopted both the Housing Element and Historical & Cultural Resources Element. HCD certified the Housing Element and commended the City on its efforts. On June 7, 2012 the City Council authorized preparation of the Safety Element Update. The Safety Element, one of the seven elements required by State law, aims to reduce the potential risks to persons and property and economic and social dislocation resulting from fires, floods, earthquakes, landslides, and other hazards.

Since August 2012, the Planning Commission has individually reviewed and provided input on the following Safety Element draft chapters over the last eight meetings:

- 1.0 Introduction
- 2.0 Definitions
- 3.0 Setting and Context
- 4.0 Geologic & Seismic Hazards
- 5.0 Flooding & Drainage Hazards
- 6.0 Fire Hazards
- 7.0 Hazardous Materials
- 8.0 Acceptable Risk
- 9.0 Emergency Preparedness
- 10.0 Goals, Policies, and Implementation Programs
- 11.0 References

The Commission has heard the following study session presentations:

- Flooding Hazards by Sherry Constancio, Department of Water Resources Division of Flood Management, and Reginald Kennedy, National Weather Service.
- Fire Hazards by Mark Rodgers, Pre-Fire Planning Battalion Chief for CAL FIRE, and Cybelle Immitt, staff support for the Humboldt County Fire Safe Council.
- Hazardous Materials by Larry Lancaster, Program Supervisor, Humboldt County Division of Environmental Health Hazardous Materials Unit, and Captain Ed Laidlaw, Eureka Fire Department's Hazardous Materials Response Team.
- Seismic and Tsunami Hazards by Troy Nicolini, Warning Coordination Meteorologist for the National Weather Service in Eureka California and the tsunami program manager for northwestern California.

- Community Emergency Preparedness by Judith Warren, co-author of *Living on Shaky Ground: How to Survive Earthquakes and Tsunamis in Northern California* and Regional Coordinator of the Regional Training Institute for Disaster Preparedness.

These study sessions were advertised via fliers, the City's website, and the Ferndale Enterprise to solicit public participation and input.

**DISCUSSION:** This Public Hearing is held at the direction of the Planning Commission in order to receive public input and assess the draft's completeness and readiness for environmental review.

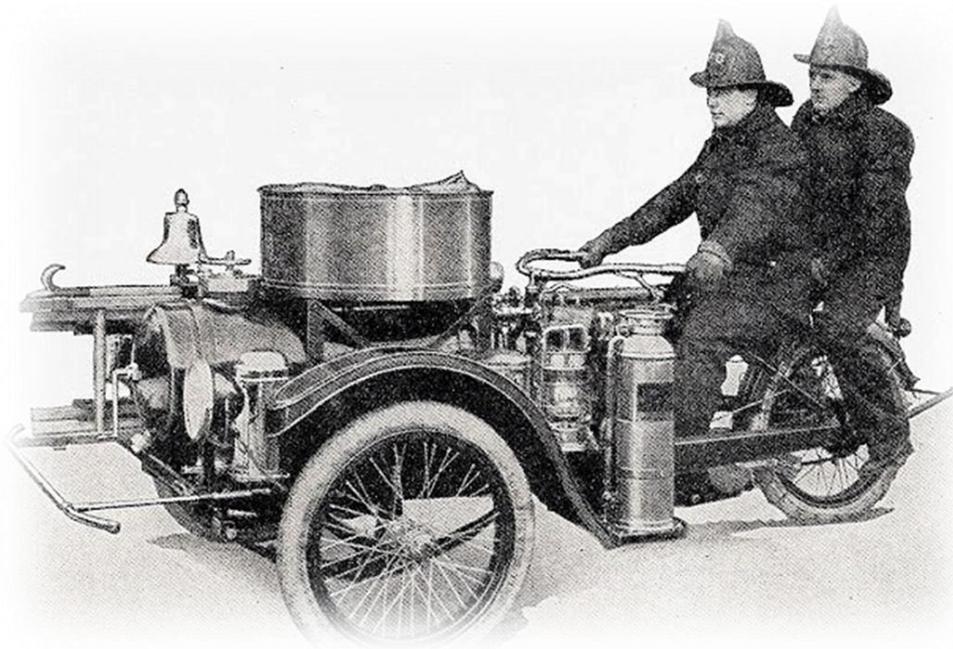
**NEXT STEPS:** Staff will incorporate Commission and public comment. If the Commission determines that the draft element is complete and ready for environmental review, staff will present the Commission with the remaining four General Plan Elements to select which to update next. Environmental review on both documents will be done concurrently.



# City of Ferndale

DRAFT

## Safety Element



*February 2013*

# City of Ferndale

## SAFETY ELEMENT

***Adopted by Resolution No. 2013-XX***

***XXXXXXXX, 2013***

***City Council:***

Stuart Titus, Mayor  
Ken Mierzwa  
John Maxwell  
Michael Sweeney  
Daniel Brown

***Planning Commission:***

Jorgen Von Frausing-Borch, Chair  
Uffe Christiansen  
Trevor Harper  
Lino Mogni  
Dean Nielsen

***City Staff:***

Jay Parrish, City Manager  
Nancy Kaytis-Slocum, City Clerk

***Prepared by:***



This document printed on 100% post-consumer content recycled paper 

**City of Ferndale  
Safety Element**

**Table of Contents**

**Chapter**

Chapter 1 - Introduction ..... 1-1

Chapter 2 - Definitions ..... 2-1

Chapter 3 - Setting and Context ..... 3-1

Chapter 4 - Geologic & Seismic Hazards ..... 4-1

Chapter 5 - Flooding & Drainage Hazards ..... 5-1

Chapter 6 - Fire Hazards ..... 6-1

Chapter 7 - Hazardous Materials ..... 7-1

Chapter 8 - Acceptable Risk ..... 8-1

Chapter 9 - Emergency Preparedness ..... 9-1

Chapter 10 - Goals, Policies, & Implementation Programs ..... 10-1

Chapter 11 - References ..... 11-1

**List of Figures**

Figure 1 - Location Map ..... 3-3

Figure 2 - Potential Liquefaction ..... 4-2

Figure 3 - Slope Instability ..... 4-4

Figure 4 - Tsunami Evacuation Area ..... 4-5

Figure 5 - Ferndale Drainage System ..... 5-2

Figure 6 - Flooding Hazards ..... 5-6

Figure 7 - Fire Hazards ..... 6-4

Figure 8 - Hazardous Materials Facilities ..... 7-2

Figure 9 - Leaking Underground Storage Tanks ..... 7-4

Figure 10 - Risk Classifications of Structures, Occupancies, and Land Uses ..... 8-4

Figure 11 - Levels of Acceptable Risk for Structures, Occupancies, and Land Uses ..... 8-5

Figure 12 - Location of Structures and Land Uses in Relation to Defined Hazard Areas ..... 8-6

Figure 13 - Emergency Management Hierarchy ..... 9-2

Figure 14 - City of Ferndale Emergency Management Organization ..... 9-3

Figure 15 - SEMS Five Level Emergency Response Organization ..... 9-4

## 1.0 Introduction

The purpose of the Safety Element is to provide a policy basis for measures Ferndale can take to reduce the potential risk of death, injuries, property damage, and economic and social dislocation resulting from fires, floods, earthquakes, landslides, and other natural and man-made hazards. The Element summarizes potential hazards including: seismically induced surface rupture, ground shaking, and ground failure; slope instability leading to landslides; subsidence, liquefaction and other seismic hazards; flooding; and wildland and urban fires. The Safety Element also addresses evacuation routes, peak load water supply requirements, and minimum road widths and clearances around structures as those items relate to fire and geologic hazards. The Safety Element is one of the seven mandated general plan elements listed in California Government Code §65302.

This element is important because the Town of Ferndale is susceptible to natural hazards, such as earthquakes, floods and fires, and man-made hazards such as the handling and transport of hazardous materials. The City and its residents must understand the risks associated with these hazards and devise a plan for an acceptable level of community safety. Although risks and threats cannot be eliminated, damage levels can be reduced through community preparedness, individual and community action to reduce or eliminate long-term risks (mitigation efforts), and sound development practices.

Given that the community is fairly isolated, Ferndale's challenge is to improve safety through a variety of systematic, ongoing, and well planned actions. These actions to reduce risk are based on sound analysis of hazardous conditions and include economically realistic interventions and incentives.

Ferndale's police and public works departments are first responders in the event of many natural and/or man-made disasters. Coordination with other agencies, such as the Ferndale Volunteer Fire Department, Humboldt County Office of Emergency Services, and even local service organizations, is critical. The ability of the City of Ferndale to prepare for, and respond to disaster events in a coordinated manner is essential to community health and safety.

Coordinating with other agencies for responding to fires, seismic events, hazardous materials releases and floods in and around Ferndale are critical. For example wildfires can ignite in adjacent forested and rangeland areas and threaten Ferndale structures, making CALFIRE and Ferndale Volunteer Fire Department coordination critical. Also flooding on the Eel River can affect Ferndale residents, making coordinated notification and evacuation efforts with County, State and Federal agencies critical as well. The regional interdependence of medical, transportation, communications, emergency response, and other systems necessitates these types of coordination as well as constant preparedness.

The Safety Element defines and maps the different types of potential public safety hazards, including known faults, steep slopes, areas subject to erosion, flood zones, high fire hazard areas, and locations of known hazardous materials. The Safety Element contributes to developing land use standards and policies to guide local decisions related to zoning, subdivisions, and entitlement permits. These will relate type and intensity of use to the level of risk from fire, geologic, and other hazards, to the effect of development upon that risk, and to the availability of

---

services and facilities to combat them. The Element contains general hazard and risk reduction strategies and policies.

During Element preparation, the city will collaborate with agencies, districts, and organizations including but not limited to: Ferndale Volunteer Fire Department, Humboldt County Office of Emergency Services, CALFIRE, FEMA, and California Geological Survey. The Element will be reviewed for consistency with other relevant plans such as the County Hazard Mitigation Plan and Master Fire Protection Plan.

Lastly, but most importantly, the community must be prepared if the City is to reduce the risks to safety. Neighborhood and business groups need to be trained on how to prepare for and respond to all types of disaster. If the citizens of Ferndale are prepared, the risk to life and property will be significantly reduced. A major focus of the City's mitigation efforts articulated in this element must be the preparation and training of the community to help itself.

### **Relationship to the Rest of the General Plan**

All general plan elements goals and policies must be internally consistent and are interdependent and related to each other. No single element of the plan should be used in isolation without consideration of all other component elements as an integrated general plan. The Safety Element goals and policies were reviewed for consistency with other general plan elements including but not limited to the Land Use and Unique Resources Element and the Transportation and Public Facilities Element.

---

## 2.0 Definitions

This section provides definitions of terms used throughout the Element.

**Acceptable Risk:** The level of risk that the majority of citizens will accept without asking for governmental action to provide protection.

**Building:** A building is defined as a structure that is walled and roofed, principally aboveground, and permanently fixed to a site. The term includes manufactured homes on permanent foundations on which the wheels and axles carry no weight.

**Critical Facility:** A Critical Facility is infrastructure or a facility that is critical to the health and welfare of the population. These become especially important after any hazard/natural disaster event occurs. Critical Facilities include:

- Medical and Shelter Facilities and Vulnerable Populations—Facilities likely to be used as a sheltering or community assembly location, and structures likely to contain occupants who may not be sufficiently mobile to avoid death or injury during and after a hazard/natural disaster event including but not limited to: Hospitals, schools, skilled nursing facilities, board and care homes, pharmacies, clinics, fairgrounds, community centers, ambulance services, and veterinary hospitals.
- Emergency Response—Facilities and emergency operations centers that are needed for response and recovery activities before, during, and after a hazard/natural disaster event including but not limited to: Police stations, fire stations, local, state and federal vehicle and equipment storage facilities, and emergency response staging sites.
- Utility Services—Public and private utility facilities and essential services that are vital to maintaining or restoring normal services to impacted areas before, during, and after a hazard/natural disaster event including but not limited to: All primary and secondary transportation infrastructure, municipal water pumps and wells, water treatment plants, water storage, sewage treatment facilities, lift stations, water and sewer mainlines, substations, electric power generating and transmission infrastructure, retail and wholesale fuel transmission infrastructure and transport and storage facilities, telecommunications, repeater stations, radio stations and towers, aviation control towers, standby power-generating equipment, and grocery stores.

**Dam:** Any artificial barrier or controlling mechanism that can or does impound 10 acre-feet or more of water.

**Dam Failure:** Dam failure refers to a partial or complete breach in a dam (or levee) that impacts its integrity. Dam failures occur for a number of reasons, such as flash flooding, inadequate spillway size, mechanical failure of valves or other equipment, freezing and thawing cycles, earthquakes, and intentional destruction.

**Debris Flow:** Rapidly moving mass of water-saturated debris (suspended earth materials).

**Design Earthquake Ground Motion:** The earthquake ground motion that buildings and structures are specifically designed to resist in the adopted California Building Code Section 1613.

**Erosion:** The gradual wearing away of rock or soil by the action of water, wind, or ice.

**Expansive Soils/Bedrock:** Soils or bedrock that contains minerals that expand when they absorb water and shrink when they dry out. This change in volume can exert enough force to damage buildings and other structures.

**Fault:** A fracture in the earth's crust resulting from the displacement of one side with respect to the other.

**Faulting:** Fracturing of bedrock caused by displacement resulting from the action of tectonic forces.

**Fault, Active:** A fault that has had surface displacement within Holocene time (about the last 11,000 years).

**Fault, Potentially Active:** A fault which shows evidence of surface displacement during Quaternary time (the last 2 million years).

**Fault Trace:** The line formed by the intersection between a fault plane and the ground surface; it is graphically portrayed as a line plotted on geological maps.

**Fault Zone:** An area of faulting or an area of related faults that may have some width which commonly are braided, but may which may be branching.

**Federal Emergency Management Agency (FEMA):** FEMA is an independent agency (now part of the Department of Homeland Security) created in 1978 to provide a single point of accountability for all federal activities related to disaster mitigation and emergency preparedness, response, and recovery.

**Fire Behavior:** Fire behavior refers to the physical characteristics of a fire and is a function of the interaction between the fuel characteristics (such as type of vegetation and structures that could burn), topography, and weather. Variables that affect fire behavior include the rate of spread, intensity, fuel consumption, and fire type (such as underbrush versus crown fire).

**Fire Frequency:** Fire frequency is the broad measure of the rate of fire occurrence in a particular area. An estimate of the areas most likely to burn is based on past fire history or fire rotation in the area, fuel conditions, weather, ignition sources (such as human or lightning), fire suppression response, and other factors.

**Flood or Flooding:** Flooding is a general and temporary condition of rising and overflowing water resulting in partial or complete inundation of normally dry land areas. Floods result from (1) the overflow of inland or tidal waters, (2) the unusual and rapid accumulation of runoff of surface water from any source, and (3) mudflows or the sudden collapse of shoreline land.

---

**Flood Insurance Rate Map (FIRM):** FIRMs are the official maps on which the Federal Emergency Management Agency (FEMA) has delineated the Special Flood Hazard Area (SFHA).

**Floodplain:** Any land area susceptible to being inundated by flood waters from any source. A flood insurance rate map identifies most, but not necessarily all, of a community's floodplain as the Special Flood Hazard Area (SFHA).

**Floodway:** Floodways are areas within a floodplain that are reserved for the purpose of conveying flood discharge without increasing the base flood elevation more than one-foot. Generally speaking, no development is allowed in floodways, as any structures located there would block the flow of floodwaters.

**General Plan:** California state law requires that every county and city prepare and adopt a comprehensive long-range plan to serve as a guide for community development. The plan must consist of an integrated and internally consistent set of goals, policies, and implementation measures. In addition, the plan must focus on issues of the greatest concern to the community and be written in a clear and concise manner. City actions, such as those relating to land-use allocation, annexations, zoning, subdivision and design review, redevelopment, and capital improvements, must be consistent with such a plan.

**Geographic Information System (GIS):** GIS is a computer software application that relates data regarding physical and other features on the earth to a database for mapping and analysis.

**Goal:** A goal is a general guideline that explains what is to be achieved. Goals are usually broad-based, long-term, policy-type statements and represent global visions. Goals help define the benefits that a plan is trying to achieve. The success of the HMP, once implemented, should be measured by the degree to which its goals have been met (that is, by the actual benefits in terms of actual hazard mitigation).

**Ground Failure:** Ground destabilization, by mudslide, landslide, rockslide, soil liquefaction, earth subsidence, cracking, surface faulting, differential settlement and lateral spreading.

**Ground Settlement:** The sinking of an area of land is caused by the withdrawal of water from the ground or the gradual settlement of unconsolidated alluvial deposits or artificial fill.

**Ground Shaking:** Surface ground movement caused by an earthquake. The intensity of ground shaking is affected by the tectonic structure framework and near-surface geology in the location of the earthquake. Ground shaking can be measured by a seismometer. Measurements include seismic acceleration, which can be further broken down into vertical measurements (up-down shaking) and two horizontal measurements (east-west and north-south shaking).

**Hazard:** A hazard is a source of potential danger or adverse condition that could harm people and/or cause property damage. Natural hazards include floods, winds, and earthquakes. Man-made hazards include acts of terrorism and hazardous material spills.

**Hazard Mitigation Grant Program (HMGP):** Authorized under Section 202 of the Robert T. Stafford Disaster Relief and Emergency Assistance Act, the HMGP is administered by FEMA and provides grants to states, tribes, and local governments to implement hazard mitigation actions after a major disaster declaration. The purpose of the program is to reduce the loss of life and property due to disasters and to enable mitigation activities to be implemented as a community recovers from a disaster.

**Hazard Mitigation Plan:** A hazard mitigation plan is a collaborative document that identifies hazards that could affect a community, assesses vulnerability to hazards, and represents consensus decisions reached on how to minimize or eliminate the effects of hazards.

**Hazardous Material:** A hazardous material is a substance or combination of substances that (1) can cause or contribute to an increase in mortality or serious irreversible or incapacitating reversible illnesses, or (2) pose a present or potential hazard to human life, property, or the environment. Hazardous materials could cause these effects because of their quantity, concentration, or physical, chemical, or infectious characteristics.

**Hydraulics:** Hydraulics is the branch of science or engineering that addresses fluids (especially water) in motion in rivers or canals, works and machinery for conducting or raising water, the use of water as a prime mover, and other fluid-related areas.

**Hydrology:** Hydrology is the analysis of waters of the earth. For example, a flood discharge estimate is developed by conducting a hydrologic study.

**Intensity:** For the purposes of this plan, intensity refers to the measure of the effects of a hazard.

**Landslide:** Landslides can be described as the sliding movement of masses of loosened rock and soil down a hillside or slope. Fundamentally, slope failures occur when the strength of the soils forming the slope exceeds the pressure, such as weight or saturation, acting upon them.

**Landslide Deposit:** Earthen materials deposited through the landsliding process.

**Liquefaction:** Liquefaction is the complete failure of soils, occurring when soils lose shear strength and flow horizontally. It is most likely to occur in fine grain sands and silts, which behave like viscous fluids when liquefaction occurs. This situation is extremely hazardous to development on the soils that liquefy, and generally results in extreme property damage and threats to life and safety.

**Magnitude:** Magnitude is the measure of the strength of an earthquake, and is typically measured by the Richter scale. As an estimate of energy, each whole number step in the magnitude scale corresponds to the release of about 31 times more energy than the amount associated with the preceding whole number value.

**Mitigation:** A preventative action that can be taken in advance of an event that will reduce or eliminate the risk to life or property.

**National Flood Insurance Program (NFIP):** In 1968, Congress created the NFIP in response to the rising cost of taxpayer-funded disaster relief for flood victims and the increasing amount of damage caused by floods. The Mitigation Division is the FEMA section that manages the NFIP and oversees the floodplain management and mapping components of the program. Nearly 20,000 communities across the United States and its territories participate in NFIP by adopting and enforcing floodplain management ordinances to reduce future flood damage. In exchange, NFIP makes federally backed flood insurance available to homeowners, renters, and business owners in these communities. FEMA contracted the U.S. Army Corps of Engineers to map the floodplains, floodways, and floodway fringes.

**Peakload Water Supply:** The supply of water available to meet both domestic water and fire fighting needs during the particular season and time of day when domestic water demand on a water system is at its peak.

**Planning Area:** The geographical area covered in a General Plan element. For this element, the Planning Area extends approximately one half mile to the east and west of the city boundary, north to the Salt River, and includes the immediate steep slope areas to the south of town.

**Preparedness:** Preparedness refers to actions that strengthen the capability of government, citizens, and communities to respond to disasters.

**Recovery:** Recovery refers to actions taken by an individual or community after a catastrophic event to restore order and community lifelines.

**Risk:** Risk is the estimated impact that a hazard would have on people, services, facilities, and structures in a community. Risk measures the likelihood of a hazard occurring and resulting in an adverse condition that causes injury or damage. Risk is often expressed in relative terms such as a high, moderate, or low likelihood of sustaining damage above a particular threshold due to occurrence of a specific type of hazard. Risk also can be expressed in terms of potential monetary losses associated with the intensity of the hazard.

**Risk Assessment:** Risk assessment is the process of measuring potential loss of life, personal injury, economic injury, and property damage resulting from hazards. This process assesses the vulnerability of people, buildings, and infrastructure to hazards and focuses on (1) hazard identification; (2) impacts of hazards on physical, social, and economic assets; (3) vulnerability identification; and (4) estimates of the cost of damage or costs that could be avoided through mitigation.

**Sedimentation:** The process by which soil particles are suspended in water and redeposited further downstream.

**Seiche:** An earthquake-induced wave from oscillation in an enclosed body of water.

**Seismic Induced Landslides:** Slope failure caused by an earthquake.

**Stafford Act:** The Robert T. Stafford Disaster Relief and Emergency Assistance Act, Public Law 100-107, was signed into law on November 23, 1988. This law amended the Disaster Relief Act of 1974, Public Law 93-288. The Stafford Act is the statutory authority for most federal disaster response activities, especially as they pertain to FEMA and its programs.

**State Responsibility Area:** Section 4102 of the Public Resources Code (PRC) defines "state responsibility areas" as those areas of the state for which the State has the financial responsibility of preventing and suppressing fires. The SRA roughly corresponds to areas outside incorporated cities with vegetated lands that have watershed value.

**Stream Bank Erosion:** Stream bank erosion is common along rivers, streams and drains where banks have been eroded, sloughed or undercut. However, it is important to remember that a stream is a dynamic and constantly changing system. It is natural for a stream to want to meander, so not all eroding banks are "bad" and in need of repair. Generally, stream bank erosion becomes a problem where development has limited the meandering nature of streams, where streams have been channelized, or where stream bank structures (like bridges, culverts, etc.) are located in places where they can actually cause damage to downstream areas. Stabilizing these areas can help protect watercourses from continued sedimentation, damage to adjacent land uses, control unwanted meander, and improvement of habitat for fish and wildlife.

**Subsidence:** The gradual, local settling or sinking of the earth's surface with little or no horizontal motion (subsidence is usually the result of gas, oil, or water extraction, hydrocompaction, or peat oxidation, and not the result of a landslide or slope failure).

**Wildland Fire:** A fire occurring in a suburban or rural area which contains uncultivated lands, timber, range, watershed, brush or grasslands. This includes areas where there is a mingling of developed and undeveloped lands.

### 3.0 Setting and Context

Much of Ferndale is situated on an alluvial plain created by Francis Creek as it leaves the steep terrain to the south and flows northerly across the Salt River and Eel River flood plains, Figure 1. This places the City just above the flood plain of the Eel River with prime agricultural lands to the west, north and east and steep forest lands to the south. Ferndale's location makes the city susceptible to geologic, flood and fire hazards, and risks associated with transportation and storage of hazardous materials. The combination of sound planning practices, continued public education, and community preparedness will minimize risks to the community and protect the health, safety, and welfare of Ferndale residents and visitors.

The Disaster Mitigation Act (DMA; Public Law 106-390) is federal legislation enacted to promote proactive pre-disaster planning as a condition of receiving financial assistance under the Robert T. Stafford Act. The DMA emphasizes planning for disasters before they occur. It established a Pre-Disaster Mitigation Program and new requirements for the national post-disaster Hazard Mitigation Grant Program. The DMA encourages state and local authorities to work together on pre-disaster planning. The enhanced planning network helps local government's articulate accurate needs for mitigation, resulting in faster allocation of funding and more cost-effective risk-reduction projects. A planning partnership made up of the County of Humboldt, local cities, and special purpose districts worked together to create the Humboldt Operational Area Hazard Mitigation Plan (HMP), fulfilling the DMA requirements for all participating partners, including the City of Ferndale.

This element further addresses safety issues for the Ferndale Planning Area, which extends approximately one half mile to the east and west of the city boundary, north to the Salt River, and includes the immediate steep slope areas to the south of town (City of Ferndale 1975). The following presents an overview of geologic, flood, fire, and other potential hazards in the Ferndale Planning Area.

#### Geologic & Seismic Hazards

The western portions of Humboldt County, and adjoining offshore areas, are regions of moderate to high seismicity. Cape Mendocino (southwest of Ferndale) experiences the highest concentration of earthquake events in the continental United States (Humboldt County 2012). The area near Cape Mendocino is a complex region where three crustal plates, the Pacific Plate, the Gorda Plate, and North American Plate intersect to form the Mendocino Triple Junction. Seismic hazards in the Planning Area include earthquake ground shaking, surface fault rupture, liquefaction, and tsunami potential. Geologic hazards in the Planning Area not specifically related to earthquakes include landslides and soil stability.

Historically, earthquakes have caused extensive damage to structures in Ferndale. The 1906 San Francisco Earthquake damaged more than 40 structures in Ferndale's downtown and toppled 98 percent of the town's chimneys (Dengler 2008). On January 22, 1923, a 7.2 earthquake, centered off Cape Mendocino, caused damage to Ferndale structures. On April 25 and 26, 1992, a series of three earthquakes (a 7.2-magnitude main shock and two strong aftershocks measuring magnitude 6.5 and 6.7) struck about 35 miles south of Eureka, causing the brick facade of Valley Grocery to collapse and damage to an estimated 80 percent of the other downtown buildings



Valley Grocery after 1992 Cape Mendocino Earthquakes.  
Photo credit: Lindie Brewer, U.S. Geological Survey.

(Christensen 2011). Damages in Ferndale were estimated at \$10.4 million (NOAA). On January 9, 2010 a magnitude 6.5 earthquake occurred about 25 miles offshore of Ferndale, it was the largest local earthquake since the 1992 Cape Mendocino Earthquakes.

### **Flooding & Drainage Hazards**

Flood related hazards in the Planning Area include river and creek

flooding and drainage system overflows. Francis Creek runs through the heart of the city and presents a periodic flooding problem in the business district and in the residential area along Main Street to the north. Flood prone areas have been mapped by the Federal Emergency Management Agency (FEMA). The maps provide the basis for regulating flood plains in conformance with the National Flood Insurance Program. The City has adopted flood plain regulations (Floodplain Management Ordinance 08-02) in order to continue participation in the federal flood insurance program. Drainage management becomes increasingly important as new development converts additional areas in a watershed to impermeable surfaces. These impervious surfaces reduce infiltration and convey stormwater faster, increasing peak flows. Increased peak flows can accelerate erosion or require the conversion of natural drainage ways into higher capacity conveyances that can more rapidly transport stormwater.

The Eel River has flooded a number of times. In 1955, 1964 and 1986 floods caused extensive damage in the region; although damage was catastrophic elsewhere, these floods did not affect Ferndale's business district (Schneider 1995). In January of 1995 Francis Creek burst out of its banks throughout downtown Ferndale causing flooding along Main Street, damaging businesses and homes, and killing livestock.

### **Fire Hazards**

The City of Ferndale faces an ongoing threat from urban and wildland fire, caused by human activity and natural conditions. Fires in the historic district along Main Street pose a risk due to the proximity of the buildings to each other; many of the buildings share walls and are constructed of wood and other combustible materials. Wildland fire is a threat to the hillside areas in southern Ferndale where the wildland and residential areas intermix. The potential for wildland fires arises from the combination of ground cover and vegetation, the combustibility of building materials, ground slope, weather patterns, and adequacy of access, water supply, and water pressure. Structures built with combustible materials, such as wood siding, shake roofs, and surrounded by flammable landscaping heighten the vulnerability of residents.



---

## **Hazardous Materials**

Hazardous materials have the potential to cause injury, and can include flammable liquids and gases, poisons, corrosives, explosives, radioactive materials, and improperly used medical supplies and wastes. The clean-up (remediation) of hazardous waste is regulated by a series of federal, state and local agencies, including the U.S. Environmental Protection Agency, Cal EPA, the State Department of Toxic Substance Control and the Humboldt County Division of Environmental Health's Certified Unified Program Agency (CUPA). The State currently has no listed hazardous waste sites in Ferndale (California 2012). However, the State has identified nine contamination sites in Ferndale, most of which involve issues of leaking underground storage tanks (LUST's) typically associated with past automobile-related activities.

Humboldt County Division of Environmental Health monitors facilities handling or producing hazardous materials in Ferndale. Because of a general lack of significant industrial operations, Ferndale does not currently experience a significant threat from hazardous materials use or storage. The transport of hazardous materials, particularly along the S.R. 211/ Main Street corridor, presents possible hazards in the event of a materials leak or if a transport truck experiences an accident.

## 4.0 Geologic & Seismic Hazards

Primary seismic hazards in the Planning Area include earthquake ground shaking, surface fault rupture, liquefaction, and tsunami potential. Geologic hazards not specifically related to earthquakes include landslides and soil stability.

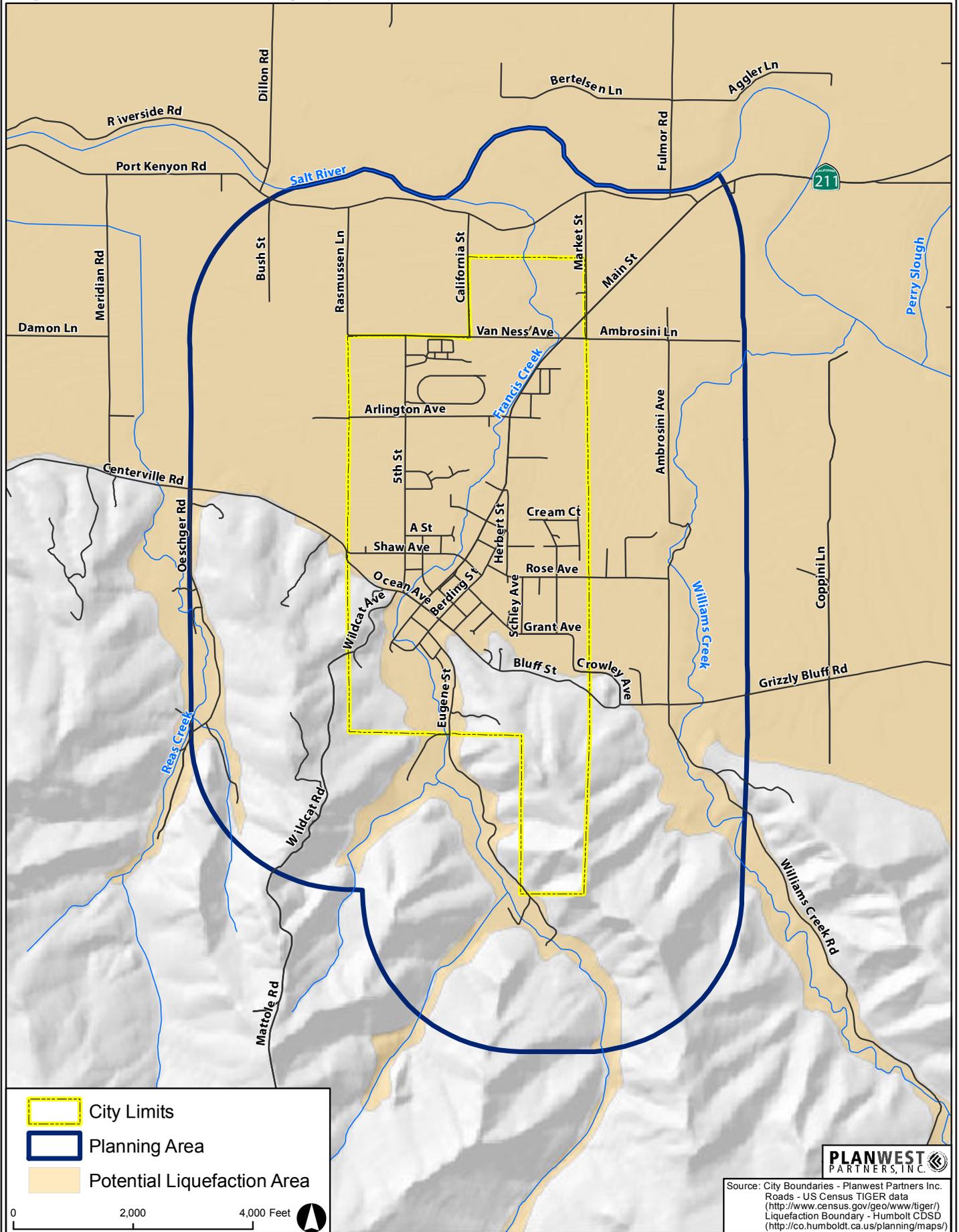
The severity of the impact of an earthquake on a community depends on the intensity and duration of **ground shaking** and on the occurrence of other seismically-induced phenomena. Factors related to severity include the magnitude of the seismic event, the distance between the community and the event fault, and on local geologic and soil conditions. The greatest source of earthquake damage is caused by ground shaking, particularly horizontal ground acceleration. The City is susceptible to ground shaking caused by multiple nearby earthquake fault zones including the Little Salmon, Russ, Bear River, and Mendocino fault zones.

The Alquist-Priolo Earthquake Fault Zoning Act (formerly the Alquist-Priolo Special Studies Zone Act), signed into law in December 1972, requires the delineation of zones along active faults in California. The purpose of the Alquist-Priolo Act is to regulate development on or near active fault traces to reduce the hazard of **surface fault rupture** and to prohibit the location of most structures for human occupancy across these traces. Cities and counties must regulate certain development projects within the zones, which includes the withholding of permits until geologic investigations demonstrate that development sites are not threatened by future surface displacement. Surface fault rupture is not necessarily restricted to the area within an Alquist-Priolo Zone. The City of Ferndale is not located within an Alquist-Priolo Fault Rupture Zone. The closest Alquist-Priolo Zone is the Little Salmon Fault Zone located approximately 6 miles northeast of Ferndale.

Some soils in the Planning Area may be subject to **liquefaction** as a result of seismic activity. Liquefaction occurs when earthquakes cause soils to become almost like quicksand and lose their ability to support structures. Fine unconsolidated sand or silt saturated with water is particularly subject to liquefaction; Ferndale's location on an alluvial plain means it may be underlain by layers of such materials and thus subject to potential liquefaction during a strong earthquake. Liquefaction may result in sinking, tilt, distortion, or destruction of buildings and bridges, rupture of underground utility lines, and ground surface cracking and spreading. A majority of the Planning Area is located in a potential liquefaction area (see Figure 2).

Soils in the Planning Area may also be subject to the sudden or gradual sinking of land, called **Ground settlement**. Ground settlement may be caused by water removal or by gradual settlement of unconsolidated alluvial deposits or artificial fill. Earthquakes may also cause ground settlement. Because the sedimentary materials underlying Ferndale may contain layers of unconsolidated material, there is potential in the Planning Area for ground settlement during strong seismic shaking. Ground settlement may lead to tilting of buildings or differential settlement of structures, and has been a major source of property damage in other areas of the world. Geologic information is not sufficient to determine whether or not the alluvial areas of Ferndale would be subject to substantial ground settlement in the event of an earthquake.

# Figure 2 - Potential Liquefaction



City Limits  
 Planning Area  
 Potential Liquefaction Area



Source: City Boundaries - Planwest Partners Inc.  
 Roads - US Census TIGER data  
<http://www.census.gov/geo/www/tiger/>  
 Liquefaction Boundary - Humboldt CDSD  
<http://co.humboldt.ca.us/planning/maps/>

Earthquakes can trigger a sudden mass downslope movement of material, called a slope failure or **landslide**. Landslides may also be triggered by other, non-seismic events or conditions, and are most common on steep natural or artificial slopes with high water content. Landslides may be rapid, as in a rock-fall or debris flow, or very slow and gradual, as in a creep. Cutting away the toe of slope in grading for site development or road construction may trigger slope failure, as might adding weight to an area by fill, construction, or water from very heavy rain. In general, continued modification of the topography by further cut and fill would increase the landslide potential in areas such as the hilly southern end of the Planning Area. A landslide may cause rocks to fall onto roadways, buildings, utilities, and other developments below the slope, potentially causing both physical harm and property damage. In general, slopes steeper than about 15 degrees are less stable and thus more prone to landslides. A majority of the Planning Area is relatively flat and therefore not susceptible to landslides. The southern portion of the Planning Area contains steeper slopes with moderate instability (see Figure 3).

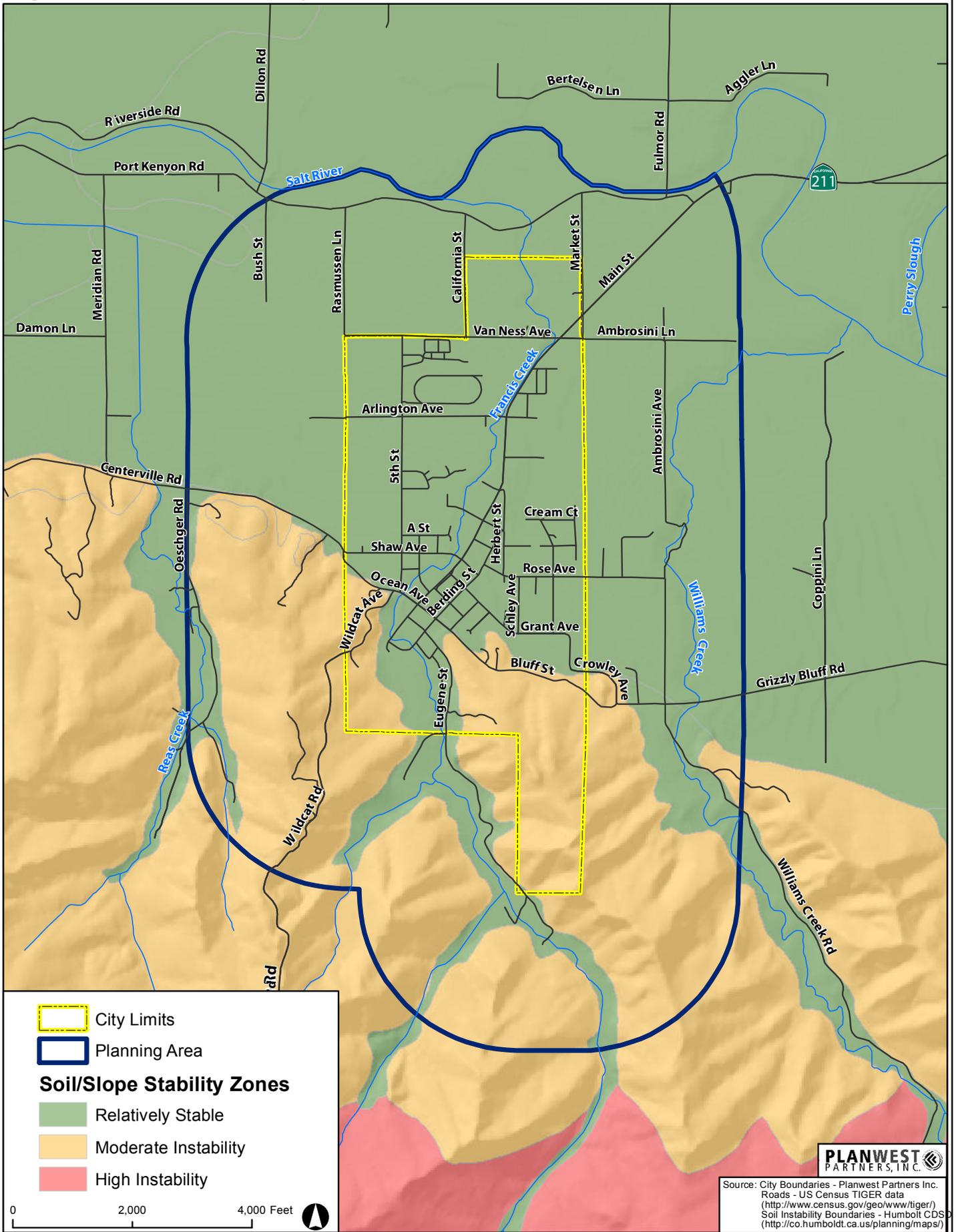


1992 Cape Mendocino Earthquake. Landslide on Mattole Road. Many small landslides occurred along Mattole Road between Ferndale and Petrolia. The slides hampered rescue and relief efforts.  
Photo credit: Lindie Brewer, U.S. Geological Survey

The oscillation produced by an earthquake may generate a wave, known as a **seiche**, within enclosed or restricted bodies of water such as lakes or reservoirs. There are no lakes or reservoirs within close enough proximity to the City of Ferndale to present a likely hazard.

A **tsunami** is a large sea wave generated by any large-scale disturbance of the ocean floor that occurs in a short period of time, such as an earthquake, volcanic eruption, or coastal landslide, which can cause a sudden displacement of water. Though local earthquakes may cause tsunamis, most past tsunamis in California were associated with distant earthquakes that traveled great distances across the Pacific Ocean basin. The north western portion of the Planning Area is located in a tsunami inundation and evacuation area (see Figure 4).

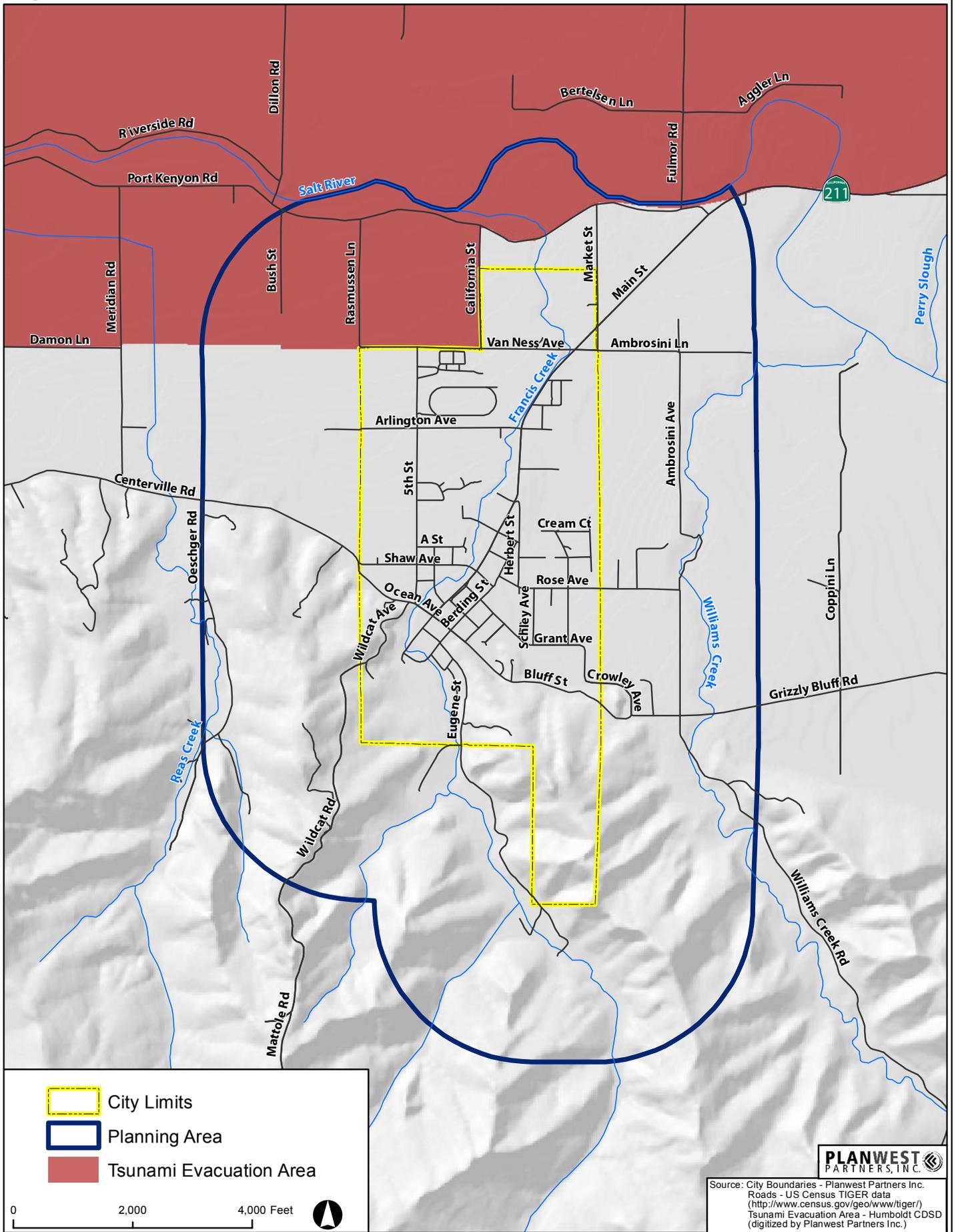
# Figure 3 - Soil Instability



**PLANWEST**  
PARTNERS, INC.

Source: City Boundaries - Planwest Partners Inc.  
 Roads - US Census TIGER data  
 (<http://www.census.gov/geo/www/tiger/>)  
 Soil Instability Boundaries - Humbolt CDS  
 (<http://co.humboldt.ca.us/planning/maps/>)

# Figure 4 - Tsunami Evacuation Area



Source: City Boundaries - Planwest Partners Inc.  
 Roads - US Census TIGER data  
 (http://www.census.gov/geo/www/tiger/)  
 Tsunami Evacuation Area - Humboldt CDS  
 (digitized by Planwest Partners Inc.)

---

## MINIMIZING RISKS

To reduce the hazards associated with seismic activity, the City requires that all new development and significant renovations abide by the most recently adopted City and State seismic and geotechnical requirements to protect injury and structural damage due to geologic and seismic hazards.

Historically, the greatest structural damage from earthquakes has been to unreinforced masonry buildings, especially in areas of artificial fill or water soaked alluvium. Appropriate earthquake design for projects in Ferndale should be in accordance with the California Building Code seismic standards.

In areas of potential slope instability, appropriate geotechnical investigation and slope stability analyses should be performed for both static and dynamic (earthquake) conditions. For deeper slides, mitigation typically includes such measures as buttressing slopes or re-grading the slope to a different configuration. Protection from rock falls or surface slides can often be achieved by protective devices such as barriers, retaining structures, catchment areas, or a combination of these. The runout area of the slide at the base of the slope and the potential bouncing of rocks must also be considered. If it is not feasible to mitigate unstable slope conditions, building setbacks should be imposed.

A considerable part of the City is in a potential liquefaction area and is already built upon, mostly with residential and commercial development. A nearby moderate to strong earthquake could cause extensive damage to buildings and infrastructure and injury to occupants. Since retrofitting measures are generally not feasible due to cost, the City should be prepared to respond to damage and disruption in the event of an earthquake. Future construction of critical structures should be preceded by borings sufficient to assess liquefaction potential.

In the event of a large earthquake or tsunami warning, residents in the tsunami evacuation area located in the southern portion of the Planning Area should evacuate to higher ground as fast as possible. Due to the low population density and the multiple access routes in this area there is not a defined evacuation route or gathering site.

## 5.0 Flooding & Drainage Hazards

Primary flood related hazards in the Planning Area include river and creek flooding and drainage system overflows, mostly due to storm waters. Annual average rainfall in Ferndale is 40 to 60 inches, with 80% of that falling in the six-month period of November through April (Humboldt County 2007).

Ferndale and parts of the Planning Area have historically experienced storm water and drainage issues. Runoff associated with heavy winter rains has caused chronic flooding and sedimentation problems in the relatively flat terrain in the City, as well as in the area north of the City near the Salt River. The City has recognized that continued growth can only take place in or adjacent to those portions of the city experiencing chronic flooding, and that management of storm water runoff is in the public interest (City of Ferndale 2004).

**Drainage management** becomes increasingly important as new development converts additional areas in a watershed to impermeable surfaces. Though Ferndale is growing at a relatively slow rate, each additional unit adds impervious surfaces to the City's total. These impervious surfaces reduce infiltration and convey stormwater faster, increasing peak flows. Increased peak flows can accelerate erosion or require the conversion of natural drainage ways into higher capacity conveyances that can more rapidly transport stormwater.

To address these issues, the City Council formed a Drainage Committee in 1989. In 1990 the City adopted a Drainage Master Plan, updated in 2003, which recognized the need to complete many major drainage improvements within the City limits. The Plan established a list of recommended drainage improvement projects, addressed drainage revenues and the drainage fee rate structure, and recommended changes to the City's drainage ordinance to better address the City's current needs. The Drainage Master Plan also recognized the limits imposed by both the Salt River and the Eel River estuary, in that these areas greatly influence drainage within the City (City of Ferndale 2004).

There are three storm drainage watersheds that affect Ferndale and the Planning Area: the Francis Creek Watershed, the East Side Drainage Watershed, and the West Side Drainage Watershed. These in turn contribute to the Salt River Watershed and then on to the Eel River Watershed (City of Ferndale 2004).

**Francis Creek's** flood carrying capacity is restricted by culverts, bridges, sediment build-up, and debris (see Figure 5). Sediment erosion in the upland areas south of Ferndale contributes to the flooding problem by filling local streams and the Salt River with silt, reducing their capacity to carry peak storm runoff. While flooding and sedimentation are natural processes, the frequency and rate of sediment deposition have increased because of land use activities in the Wildcat Hills (City of Ferndale 2004).

Flooding from Francis Creek has been historically documented at regular intervals and varying intensities. In the winter of 1995-96, Francis Creek overflowed its banks, flooding Main Street and spreading silt over the city's streets and sidewalks and causing extensive damage to buildings.

# Figure 5 - Ferndale Drainage Systems



- ▨ PARCELS CREATED SINCE 1990
- - - EASEMENT
- - - CITY LIMITS
- DRAINAGE SYSTEM BOUNDARY
- DROP INLET
- DRAIN PIPE
- FLOW DIRECTION
- ~ SWALE

<p><b>SPENDER ENGINEERING &amp; CONSTRUCTION MANAGEMENT, INC.</b>  <small>1000 W. WASHINGTON ST., SUITE 200, FERNDALE, CA 95738        TEL: (707) 861-4321 FAX: (707) 861-4322</small></p>	<p>Prepared For:  <b>CITY OF FERNDALE</b></p>	<p>Project:  <b>J. BROWN</b>        Name:  <b>J. BAKER</b>        Checked:  <b>T. S. KELLY</b></p>
<p><b>FIGURE 6. FRANCIS CREEK DRAINAGE</b>  <b>CITY OF FERNDALE</b></p>		
<p>Scale: 1" = 100'</p>		
<p>DATE: 8/27/03</p>		
<p>PROJECT: FRANCIS-1a</p>		
<p>JOB NO. 03106</p>		
<p>Sheet No. 15</p>		

Spurred by this flood damage, the City obtained funding from the Federal Emergency Management Agency (FEMA), Caltrans, and the state Office of Emergency Services for the Francis Creek Hazard Mitigation Project, a \$3 million public works project consisting of removing or widening bridges and widening the creek bed to allow for higher flow rates without flooding. The project began in the year 2000 and was completed just before the extreme storm events of December 16 and 27, 2002. The December 16 storm produced peak flows in Francis Creek that were estimated to be at least 850 cubic feet per second (cfs). The December 27 storm was even greater; over 8 inches of rain fell on the Francis Creek watershed in a 24 hour period, producing flows in Francis Creek estimated to be at least 1,000 cfs. Francis Creek was able to handle the December 16 storm flow without any problems. At least one foot of clearance was reported at all creek banks and bridges. The December 27 storm event produced some minor overtopping of Francis Creek; but no property damage was reported (City of Ferndale 2004).

The **East Side Drainage System** (see Figure 5) consists of a network of street gutters, storm sewers, culverts, and drainage channels that convey runoff to a natural low profile drainage swale referred to as the East Side Channel. The East Side Channel lies about 2,000 feet east of Francis Creek and flows north to Market Street and Van Ness Street where it converges with a County maintained ditch. This Channel drains the easterly portion of the City and collects overflows from both Francis Creek to the west and Williams Creek to the east (City of Ferndale 2004).

The flood mitigation projects completed on Francis Creek in 2000-2002 should alleviate some of the previous flooding problems experienced in East Side Drainage watershed (City of Ferndale 2004).

The **West Side Drainage System** (see Figure 5) consists of a network of street gutters, drainage channels, and culverts. The west side drainage area is absent of any storm sewers except for the former Navy housing and a small internal drainage system at the County Fairgrounds. The remaining acreage contains a series of drainage channels all running northerly to Port Kenyon road (City of Ferndale 2004).

According to the City of Ferndale 2004 Drainage Master Plan, the West Side drainage channels are draining at maximum capacity and any increase in storm water will only contribute to additional unmanaged run-off. In addition, the drainage ditches are densely vegetated, especially during the spring months. This vegetation significantly decreases the hydraulic efficiency of the channels and their capacity to convey stormwater runoff (City of Ferndale 2004).

The **Salt River Ecosystem Restoration Project** is a multi-year, multi-agency, landowner-driven endeavor that addresses drainage issues in the Salt River Watershed. Prompted by the increasingly frequent flooding, reduced drainage capacity, and sediment deposition that has negatively impacted water quality and agricultural endeavors, the Salt River Ecosystem Restoration Project includes a large tidal wetland restoration component that will improve the health of the estuary system while also improving the hydrology of the river.

The Humboldt County Resource Conservation District (HCRCD) is overseeing the Salt River restoration project, managing relations between the many agencies and property owners involved, and procuring funding. The project would also involve channel restoration for lower Francis Creek, with other improvements on Williams, Coffee and Reas creeks (HCRCD 2010).



Salt River Ecosystem Restoration Project.  
Photo Credit: NCIWMP 2009.

The **Eel River** experiences periodic flooding which affects the Planning Area. The 1955 and 1964 floods caused extensive damage to the floodplain, although Ferndale's historic and business districts were not affected (Schneider 1995). Ferndale resident Viola Russ McBride (1906-96) wrote the following of the 1964 flood:

*“Although Ferndale had been spared, it had become a ghost town. The dairy ranchers who supported the town had been all but ruined. Store after store was empty. Buildings were for sale for almost nothing. The old Red Front Store, now Abraxas, sold for less than \$1,000!”* (Ferndale Enterprise 2012).

The Eel River and other flood prone areas have been mapped by FEMA. The maps provide the basis for regulating flood plains in conformance with the **National Flood Insurance Program** (NFIP). The National Flood Insurance Act, adopted by the U.S. Congress in 1968, made federally subsidized flood insurance available to property owners if their communities participate in the NFIP. A community establishes its eligibility to participate in the NFIP in two ways: by adopting and enforcing floodplain management measures to regulate new construction and by ensuring that substantial improvements within Special Flood Hazard Areas (SFHA's) are designed to eliminate or minimize future flood damage.

An SFHA is an area within a floodplain having a 1 percent or greater chance of flood occurrence within any given year. SFHAs are delineated on flood hazard boundary maps issued by FEMA for individual communities. The Flood Disaster Protection Act of 1973 and the National Flood Insurance Reform Act of 1994 make flood insurance mandatory for most properties in SFHAs.

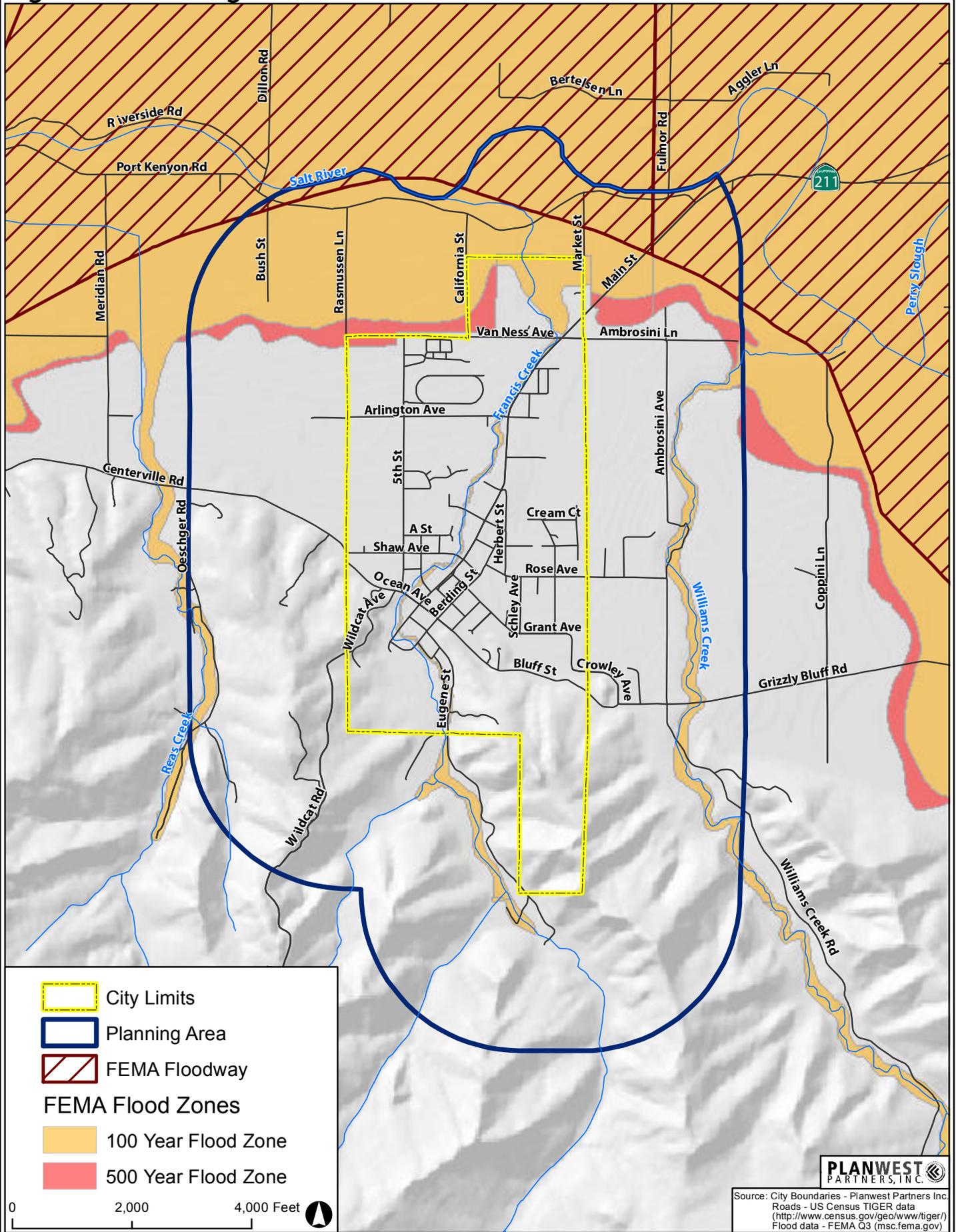
---

Flood Insurance Rate Maps, also prepared by FEMA, delineate potential flood zones. Flood hazards related to storm events generally are described in terms of 100- or 500-year flood. A 100-year flood is defined as a major flood event that has a one percent or greater chance of occurring during any one year. Flood hazard planning practices addresses such storms, as well as 500-year events. As implied, the 100- and 500-year floods are the largest flood events that may be expected to occur within 100-year and 500-year periods, respectively. These floods are considered severe but ones which can be reasonably predicted and therefore reasonably mitigated.

Figure 6 shows the extent of flooding potential in the Planning Area. The northern portion of the Planning Area is within the 100-year and 500-year flood zones, as are portions of the Planning Area along Reas, Williams, and Francis creeks. Sea level rise due to global warming is expected to expose more of the City to flood hazards. In particular, the 100-year and 500-year flood zones are expected to extend farther south into the City (Pacific Institute 2009).

The hazards associated with **dam inundation or failure** are not considered a significant threat to Ferndale (Humboldt County 2007). Dam inundation occurs when structural damage to a dam results in a flood, and can be caused by earthquake, erosion, design flaw, or storm water overflow. Scott Dam, which creates Lake Pillsbury on the Eel River, is located more than 100 miles southeast of the City. Over this distance, water surges created by dam failure would disperse considerably before reaching the Planning Area (Humboldt County 2007). Although failure of this dam would increase water levels downstream, it is expected that the levels would remain below the 100-year flood level and damage would be minor (Humboldt County 2007). The County maintains an emergency response plan for Scott Dam.

### Figure 6 - Flooding Hazards



---

## MINIMIZING RISKS

The City requires that all new development and significant renovations abide by the most recently adopted City, State, and Federal flooding and drainage requirements to protect injury and structural damage due to floods.

To prepare and mitigate hazards from flooding, both Humboldt County and the City of Ferndale participate in the National Flood Insurance Program. In order to maintain compliance with the requirements of the program, the City has encoded floodplain management regulations in Ordinance 08-02. The Ordinance specifies flood damage prevention measures for the regulation of land use and development in areas subject to flood inundation and establishes a development permit for any development within an area of special flood hazard, as defined in the Ordinance.

Property owners in potential flood areas can make modifications to their houses to reduce the impacts of flooding. FEMA has identified several flood protection measures that can be implemented by property owners to reduce flood damage. These include installing waterproof veneers on the exterior walls of buildings; putting seals on all openings, including doors, to prevent the entry of water; raising electrical components above the anticipated water level improvements; and installing backflow valves that prevent sewage from backing up into the house through the drainpipes.

The City should continue to improve and maintain storm drain systems to convey water flows and minimize damage from flood events as suggested by the Drainage Master Plan. The Plan established a list of recommended drainage improvement projects, addressed drainage revenues and the drainage fee rate structure, and recommended changes to the City's drainage ordinance to better address the City's current needs.

## 6.0 Fire Hazards

Fire hazards fall into two general categories: wildland fires, which emanate from forest, grassland, or coastal scrub; and structural fires, which damage homes and workplaces. Both bring risk of spreading to other areas. In general, structural fire protection is the responsibility of local agencies, such as fire protection districts and volunteer fire companies; wildland fire protection is the responsibility of federal and state agencies.

### Urban Fire Hazard

Structure fires account for a high percentage of the yearly losses in Ferndale. Structural fires are especially an issue in high-density areas, where there is a higher potential for fire to spread from one structure to the next. Furthermore, the narrow spaces between the structures and the property lines in medium- to high-density areas provide limited room for emergency access. In the older section of downtown Ferndale, including the Main Street Historic District, streets and alleys make it difficult to maneuver and position response vehicles to be most effective in fighting a fire. Structure fires in this older section — where many buildings date from the late 1800's to



Nilsen Barn Fire. Christmas night, 2007.  
Photo courtesy of Jim Richards.

1930s, were built to older building standards and fire codes, are very close together, and are made from non-fire resistive construction materials with no internal sprinklers and other fire safety systems in place — present higher risks.

Founded in 1897, the Ferndale Volunteer Fire Department (FVFD) is responsible for the preservation and protection of life and property for the City of Ferndale and the surrounding rural area. The Ferndale Fire Protection District (FFPD) is a special district responsible for

providing fire protection services, through the FVFD, to the City of Ferndale and the unincorporated communities of Grizzly Bluff, Arlynda Corners, Centerville, Port Kenyon, Wildcat Ridge, and the remainder of the Eel River bottoms south of the Eel River. The FFPD was formed in 1934 and was subsequently reorganized under the provisions of the California Health and Safety Code in January 1964 (LAFCo 2008).

The active powers of the FFPD include structural fire protection and suppression, rescue, and emergency medical services. Latent powers include water supply and storage for fire suppression purposes. While the FFPD is responsible for structural fire protection and emergency medical responses, CDF retains responsibility for grass and forest fires. The FFPD has joint responsibility for grass and forest fires within the District through a mutual aid agreement with the California Department of Forestry and Fire Protection (CAL FIRE). The FFPD also has mutual aid

agreements with the Loleta and Fortuna Fire Protection Districts. These mutual aid agreements allow the districts to enter into agreements for services, including emergencies which have the potential to overwhelm the resource capabilities within a single district. This enables the FFPD to maintain preparedness for a disaster beyond their capacity, without the need to expand and create an additional facility.

The FFPD has a district boundary of 44.2 square miles and a total response area of 115.7 miles. The District's current boundaries encompass the area from the Pacific Ocean on the west to the Eel River on the north and east, and to Upper Bear River Road on the southern border. This encompasses all of the City and Planning Area. The FVFD has one rescue truck, three fire engines (pumpers), two water tenders, a utility truck and other assorted equipment (FVFD 2012). The Department also has 12 volunteers trained for Firefighter 1 and Wildland fires, 4 first responders, 10 EMTs, and 4 volunteers trained for Hazardous Materials. The largest facilities within the FFPD include downtown Ferndale, the Humboldt County Fairgrounds, and Ferndale's Elementary and High Schools. Water wells serving the FFPD are owned by a private water company, and within the FFPD water resources have not been identified as deficient (LAFCo 2008).



The historic Ferndale Fire Hall, built in 1910.  
Photo courtesy of Ferndale Volunteer Fire Department

### Wildland Fire Hazard

Residential development in areas with high risk for wildfire has complicated the fire-protection mission of federal, state and local agencies. Decades of wildland fire-suppression has led to increasing fire fuel levels, percentages of dead fire fuel per wildland acre, and fuel ladders that allow fires to reach large conflagration sizes quicker and more frequently. Wildfire protection agencies are experiencing a change in the type and effects of wildland fire. Though fires are not necessarily larger, they are burning much more intensely, are more costly to control, and create greater risks and losses to the resources and citizens in the wildland areas.

A review of past urban/wildland interface fires in the United States shows many common contributors to major loss of life, property, and natural resources. The most common characteristics of these fires include:

- Poor access for emergency and evacuation vehicles;
- Hot, windy, dry conditions;
- Sloping topography;
- A buildup of flammable vegetation;
- Lack of defensible space;
- Use of combustible construction materials;
- Lack of public education and information;

- Inadequate developer planning; and,
- Underequipped and undertrained firefighters (IAFC and WFC1996).

Steeply sloped hills covered with coniferous forest and understory are located within and around the southern portion of the Planning Area. Specifically, the forested slopes south of Centerville Road west of the City and south of Bluff Road east of the City have considerable fuel loads. Prevailing winds from the west have potential to spread wildfire from those areas into Ferndale.

The Humboldt County Fire History map 1908-2001, prepared by Humboldt County Community Development Services in October 2002, indicates that there have been no major wildfires in the Planning Area in the last century. According to the Humboldt County Community Development Services Department (now the Building and Planning Department), the entire Planning Area is within a High Fire Rating Zone (see Figure 7).

The Humboldt County Fire Safe Regulations are contained in Title III - Division 11, Land Use and Development, are known as the "SRA Fire Safe Regulations" and constitute the wildland fire protection standards of the County for lands within State Responsibility Areas (SRA).

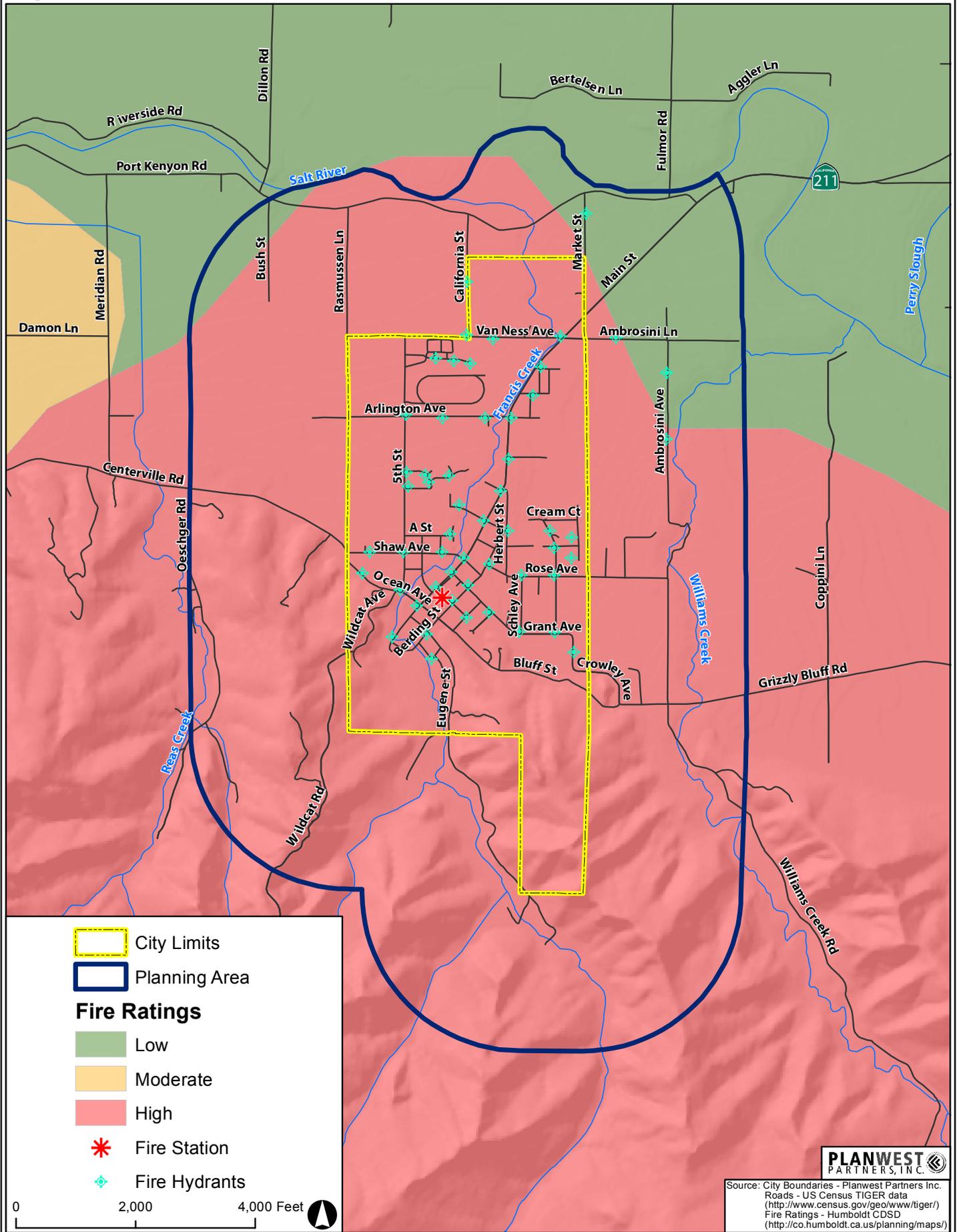
CAL FIRE has responsibility for wildland fires on SRA's, which includes most of the steeply sloped and forested areas in the southern portion of the Planning Area. When staffed, CAL FIRE provides emergency response for wildland fires, structure fires, vehicle accidents and medical aid calls, and support for local fire agencies as needed. CAL FIRE and the Forest Service are at peak staffing from July through October. During the off-peak part the year, CAL FIRE responds as available (Humboldt County 2011).

The wildfire hazard in the Planning Area has been analyzed using the methodology of CAL FIRE's Fire and Resource Assessment Program (FRAP). This method takes into account fuels, terrain, weather, and other relevant factors. These zones, referred to as Fire Hazard Severity Zones, provide the basis for application of various mitigation strategies to reduce risks to buildings associated with wildland fires. Specifically, the zone determines the requirements for unique building codes designed to reduce the ignition potential to buildings. According to the 2007 FRAP map, the southern portion of the Planning Area that is within the SRA is a High Fire Hazard Severity Zone.

In 2006, the Humboldt County Board of Supervisors approved the Master Fire Protection Plan (MFPP), as a resource to assist in the development of appropriate policies in the County General Plan. The MFPP was developed for use as a framework for fire coordination, prevention, and protection throughout the county. The MFPP also makes significant findings and recommendations relating to fire protection capability, fire safe education, fire risk and hazard assessment, fire risk reduction and management, community preparedness and response, and fiscal issues relating to fire protection.

The MFPP Plan contains a wildland fire risk/hazard assessment that was prepared for eleven fire planning compartments covering the entire County using the Risk Assessment and Management System (RAMS) computer model. Planning compartments were developed based on watershed

# Figure 7 - Fire hazards



and planning boundaries and were designed to include areas with similar fire planning characteristics. The Planning Area is located within the Humboldt Bay Planning Compartment, which extends from Trinidad in the north to Rio Dell and Carlotta in the south.

The RAMS analysis evaluated five factors that contribute to the overall risk of catastrophic fire. The five factors are:

- fire-related fuels hazard and topography;
- resources and economic assets at risk;
- wildland ignition risk;
- wildfire history; and
- fire protection capacity.

Based on the RAMS analysis, the risk of catastrophic fire for the Humboldt Bay Planning Compartment is considered moderate.

Property damage from wildfires can be severe and can significantly alter entire communities. Structures, above-ground infrastructure, critical facilities and natural environments are vulnerable. Some land uses are more vulnerable to wildfire, such as single-family rural residential, while others are less vulnerable, such as agricultural land, gravel mining, and cemeteries. Critical facilities that are of wood frame construction are especially vulnerable during wildfire events.

## **MINIMIZING RISKS**

Ferndale has adopted the 2010 California Fire Code. These provisions include construction standards and sprinkler and fire hydrant requirements in new structures and remodels, road widths and configurations designed to accommodate the passage of fire trucks and engines, and requirements for minimum fire flow rates for water mains.

Providing Ferndale residents, property owners, and business operators with a better education about fire risks and the potential liabilities they face is a proven low cost method to prepare for – and even avoid – fires. The City and the FFPD could facilitate this effort. The FFPD could undertake a proactive and aggressive approach with the owners of private properties who fail to meet minimum maintenance standards from a fire hazards standpoint in its role as enforcement agency for the fire code.

Adopting an annual and ongoing clean-up program to minimize or eliminate fire fuel accumulations on City-owned properties and in the public rights-of-way would allow the City to reduce fire risk while setting an example for other property owners by proactively addressing its own fire safety hazards.

Developing policies to protect existing water supplies, develop additional water supplies and maintain and/or enhance the integrity of the delivery systems would ensure access and availability of water supply in case of a fire.

## 7.0 Hazardous Materials

This section focuses on those hazards associated with the use, exposure, storage, or release of hazardous materials; provides an overview of federal, state, and local hazardous material regulations; and describes existing known hazardous materials in the Planning Area.

The California Health and Safety Code Section 25501 defines a Hazardous Material as "any material that because of its quantity, concentration, or physical or chemical characteristics poses a significant present or potential hazard to human health and safety or the environment if released into the work-place or environment." Hazardous materials may be associated with transportation accidents or occur in a fixed production or storage facility. Both accidental and sabotage-related releases are possible. Short-term and long-term contamination of an affected area is possible depending upon the situation.

### Regulatory Setting

The storage and clean-up (remediation) of hazardous sites is regulated by a series of federal, state and local agencies, including the U.S. Environmental Protection Agency, Cal EPA, the State Department of Toxic Substance Control and Humboldt County's Certified Unified Program Agency (CUPA).

The Humboldt County Department of Health & Human Services Division of Environmental Health (HCDEH) has a Hazardous Materials Area Plan (HMAP) that covers the County, including the City of Ferndale and its surroundings. The HMAP establishes the following:

- Policies, responsibilities, and procedures required for protecting the health and safety of Humboldt County's population, the environment, and the public and private property from the effects of hazardous materials incidents;
- Emergency response organization for hazardous materials incidents occurring within Humboldt County; and
- Operational concepts and procedures associated with the Eureka Fire Departments Regional Hazardous Materials Response Team (EFD HMRT).

The City of Ferndale has adopted Humboldt County's Integrated Waste Management Plan (IWMP). The goals of the IWMP are to reduce the amount of household hazardous waste generated through reuse and recycling, diversion from landfills, promoting alternatives to toxic household products and educating the public regarding household hazardous waste management.

### Existing Conditions

This section includes a summary of known regulated hazardous material sites currently listed within the Planning Area.

The Humboldt County Department of Health and Human Services, Division of Environmental Health maintains a database of sites that handle, generate, or store hazardous materials. Such sites within the Planning Area are listed in Figure 8. The majority of these facilities are associated with the agricultural industry, including 19 dairies.

**Figure 8 - Hazardous Material Facilities in the Planning Area**

FACILITY ID	FACILITY NAME AND SITE ADDRESS	CITY	STATUS
FA0004839	Alexandre Acres 210 Sage RD	Ferndale	Active
FA0000616	Asbury Environmental Services - Chico II, LLC 989 Milton Ave	Ferndale	Active
FA0000189	AT & T Mobility (CA253) - Ferndale (99397) 989 Milton AVE Site A	Ferndale	Active
FA0000159	AT & T Mobility (CA254) - Eel River Sawmill (99391) 110 Weymouth	Ferndale	Active
FA0004558	Bancrest Dairy 509 Coppini LN	Ferndale	Active
FA0004546	Boldrini Dairy 225 Sage RD	Ferndale	Active
FA0004561	Brazil Dairy 5736 Grizzly Bluff RD	Ferndale	Active
FA0004671	Bunker Hill Ranch 655 Bear River Ridge RD	Ferndale	Active
FA0004550	Cahill Dairy 1073 Fulmore AVE	Ferndale	Active
FA0000670	City of Ferndale - Public Works Yard 48 Francis St	Ferndale	Active
FA0005045	City of Ferndale - Wastewater Treatment Plant 606 Port Kenyon RD	Ferndale	Active
FA0000641	Citizens Telecom - Bunker Hill Microwave Site Bear River Ridge Rd	Ferndale	Active
FA0004789	Coffee Creek Dairy 2824 Grizzly Bluff RD	Ferndale	Active
FA0004573	Coppini Lane Jerseys 720 Coppini LN	Ferndale	Active
FA0004691	Darren Hansen Dairy 3784 Grizzly Bluff RD	Ferndale	Active
FA0000820	Del Oro Water Company 995 Eugene St	Ferndale	Active
FA0000819	Del Oro Water Co - Van Ness Ave Well 1400 Van Ness Ave	Ferndale	Active
FA0000808	Dennis DelBiaggio 3078 Grizzly Bluff Rd	Ferndale	Active
FA0000837	Diamond Point Dairy 1312 Pleasant Point Rd	Ferndale	Active
FA0004791	Diamond R Ranch Inc 100 Price Creek Rd	Ferndale	Active
FA0001092	Fernbridge Tractor & Equipment 20 Depot Rd	Fernbridge	Active
FA0004692	Fern Valley Goats 2027 Waddington RD	Ferndale	Active
FA0000644	Frontier Telecommunications Co of CA 550 Shaw Ave	Ferndale	Active
FA0001382	HCDPW - Ferndale Maintenance Station Arlington St & 5	Ferndale	Active
FA0001564	Humboldt County Fair Association 1250 5th St	Ferndale	Active
FA0001572	Humboldt Creamery - Fernbridge Facility 572 Highway 1 HWY	Fortuna	Active
FA0001670	Jack Tipple Motors Inc 524 Main St	Ferndale	Active
FA0001814	L & M Renner Inc - Fernbridge Cardlock 597 Fernbridge Dr	Fernbridge	Active
FA0001836	Larry Denning DDS 460 Ocean Ave	Ferndale	Active
FA0004840	Larry Nicholson Dairy 4431 Grizzly Bluff RD`	Ferndale	Active
FA0004624	Leonardi Dairy 1291 Waddington RD	Ferndale	Active
FA0001917	Lost Coast Communications 982 Bear River Ridge RD Site 2	Ferndale	Active
FA0004780	Miranda Dairy 965 Waddington RD	Ferndale	Active
FA0002457	PG & E - Eel River Substation 295 Substation Rd	Ferndale	Active
FA0004599	Pleasant Point Dairy 890 Pleasant Point RD	Ferndale	Active
FA0004793	Radelfinger Dairy 2001 State Highway 211 HWY	Ferndale	Active
FA0002587	Redding Dairy 387 Price Creek School Rd	Ferndale	Active
FA0002610	Redwood Broadcasting Co MW 655 Bear River Ridge Rd	Ferndale	Active
FA0004662	Regli Jersey's Dairy 500 Witman LN	Ferndale	Active

FACILITY ID	FACILITY NAME AND SITE ADDRESS	CITY	STATUS
FA0004607	Robert Hansen Dairy 6950A Grizzly Bluff RD	Ferndale	Active
FA0004838	Shinn Dairy 1990 Waddington RD	Ferndale	Active
FA0003292	The Farm Shop 650 Herbert St	Ferndale	Active
FA0004850	Tom Losa Dairy 199 Saottini LN	Ferndale	Active
FA0004697	Vevoda Dairy 255 Price Creek School RD	Ferndale	Active
FA0004694	William Tunzini Dairy 487 Aggler LN	Ferndale	Active

Source: Humboldt County Division of Environmental Health. Received August 14, 2012.

The Department of Toxic Substances Control (DTSC) lists sites that have known contamination or sites for which there may be reasons to investigate further. It also identifies facilities that are authorized to treat, store, dispose or transfer hazardous waste. The DTSC has no listed sites within the Planning Area (DTSC 2012).

The State Water Resources Control Board has identified over 36 hazardous waste sites in the Planning Area that involve issues of leaking underground storage tanks (LUST's). These are typically associated with past automobile-related activities, such as service stations and automobile repair shops. The primary risk they pose is leaking gasoline and diesel fuel hydrocarbons and related compounds into the soil and groundwater. Most of the sites have undergone successful remediation, which usually involves removal of the underground tanks and any contaminated soil. There are currently eight open LUST cases in the Planning Area (see Figure 9).

Databases regarding hazardous and toxic materials use and storage are maintained by the following agencies:

- Cal-DHS - California Department of Health Services
- Cal-EPA - California Environmental Protection Agency
- CIWMB - California Integrated Waste Management Board
- CORRACTS - Corrective Action Report
- DOG - California Division of Oil and Gas
- DTSC - Department of Toxic Substances Control
- HCDEH - Humboldt County Department of Health and Human Services, Division of Environmental Health
- NPL - Environmental Protection Agency's National Priorities List
- ODW - Cal-DHS, Office of Drinking Water
- OEHHA - Office of Environmental Health Hazard Assessment
- RCRIS-TSD - Resource Conservation and Recovery Information System
- RWQCB - Regional Water Quality Control Board, North Coast Region
- SWRCB - California (State) Water Resources Control Board

**Figure 9 - Leaking Underground Storage Tanks (LUSTs) in the Planning Area**

FACILITY ID	SITE NAME	CLEANUP STATUS	ADDRESS	CITY
T0602300448	Bank Of America	Completed - Case Closed	394 Main Street	Ferndale
T0602300180	Bar Ale Of Humboldt	Completed - Case Closed	989 Milton Ave	Ferndale
T0602393478	Bar Ale Of Humboldt	Open - Verification Monitoring	989 Milton Ave	Ferndale
T0602311174	Candy Stick Gallery	Completed - Case Closed	361 Main St	Ferndale
T0602300182	Citizen's Mortuary	Completed - Case Closed	470 Ocean Ave	Ferndale
T0602300409	Crane Residence	Completed - Case Closed	117 Berding St	Ferndale
T0602300230	Farley Property	Completed - Case Closed	1677 Market St	Ferndale
T0602300264	Farm Shop, The	Completed - Case Closed	817 Rose Ave	Ferndale
T0602300284	Fern Cafe	Completed - Case Closed	606 Main St	Ferndale
T0602300029	Ferndale Elementary	Completed - Case Closed	164 Shaw Ave	Ferndale
T0602300220	Ferndale High School /Bus Garage	Completed - Case Closed	1231 Main St	Ferndale
T0602300262	Ferndale Motors	Open - Site Assessment	638 Main St	Ferndale
T0602300043	Ferndale Museum	Open - Site Assessment	515 Shaw Ave	Ferndale
T0602300232	Ferndale Public Works Dept.	Completed - Case Closed	48 Francis St	Ferndale
T0602300340	Ferndale Union High School Gym	Completed - Case Closed	1231 Main St	Ferndale
T0602300509	Ferndale Veterans Memorial Bldg	Open - Site Assessment	1100 Main St	Ferndale
T0602300390	Fuller Property	Completed - Case Closed	1050 Van Ness	Ferndale
T0602300126	HCDPW Ferndale Maint. Station	Completed - Case Closed	Arlington St	Ferndale
T0602300299	Laffranchi Refrigeration	Completed - Case Closed	520 Mckinley Ave	Ferndale
T0602300474	Linos Service	Open - Inactive	318 Main St	Ferndale
T0602300072	Lorenzo's Gas & Grocery	Open - Site Assessment	1392 Main St	Ferndale
T0602300484	Mary Gomes Trust	Completed - Case Closed	1154 Port Kenyon	Ferndale
T0602300445	Mcbride Estate	Completed - Case Closed	951 Van Ness	Ferndale
T0602300063	Nilsen Company	Completed - Case Closed	424 Main St	Ferndale
T0602300274	Nobles Grocery	Open - Site Assessment	2028 Market St.	Ferndale
T0602300164	Peers Motor Sales	Completed - Case Closed	580 Main St	Ferndale
T0602300500	Private Res.	Completed - Case Closed	Private Res.	Ferndale
T0602326726	Private Res.	Completed - Case Closed	Private Res.	Ferndale
T0602330151	Private Res.	Completed - Case Closed	Private Res.	Ferndale
T0602350415	Private Res.	Completed - Case Closed	Private Res.	Ferndale
T0602393589	Private Res.	Open - Verification Monitoring	Private Res.	Ferndale
T0602300392	Rutherford Residence	Completed - Case Closed	563 Ocean Ave	Ferndale
T0602300070	Silva, Maurice	Completed - Case Closed	1348 Lincoln St	Ferndale
T0602300046	Tipple Motors, Jack	Completed - Case Closed	524 Main St	Ferndale
T0602300749	Us Bank Ferndale	Completed - Case Closed	330 Ocean Ave	Ferndale
T0602300335	Wiser, Ray	Completed - Case Closed	942 Main St	Ferndale

Source: State Water Resources Control Board Geotracker 2012

---

## Hazardous Material Incident Response

The primary responder for hazardous material-related calls within the Planning Area is the Ferndale Volunteer Fire Department (FVFD). Several members of the Ferndale Volunteer Fire Department have training and certifications in hazardous materials incident response, including Hazardous Materials Technician, Hazardous Materials Decontamination, Meth Lab Fire Scene Preservation, and Hazardous Materials: First Responder Awareness/Operations.

The Humboldt County Health Department, Division of Environmental Health is the Certified Unified Program Agency (CUPA) with oversight of hazardous materials for Humboldt County. The City responds to calls related to hazardous material spills or releases and calls on the Humboldt County Environmental Health Department for support, if needed.

The purpose of the CUPA program is to provide hazardous material information about facilities to emergency responders and the general public. Facilities are required to disclose all hazardous material and waste above certain designated quantities that are used, stored, or handled at their facility. Facilities are also required to train their employees to safely handle chemicals and to take appropriate emergency response actions. Inspections are conducted periodically to verify a facility's inventory and other information on the Business Plan.

The Eureka Fire Department's Regional Hazardous Material Response Team (HMRT) was established in 1993 to respond to emergencies involving hazardous materials. The HMRT is funded primarily through a Joint Powers Agreement (JPA) between Humboldt County, Del Norte County, City of Eureka, City of Crescent City, City of Arcata, City of Blue Lake, City of Ferndale, City of Rio Dell, and City of Trinidad. The JPA establishes the Humboldt/Del Norte Hazardous Material Response Authority (HMRA). The HMRA Board consists of elected officials of each member agency and meets quarterly to provide oversight to the Team.

Humboldt County Department of Environmental Health (DEH) provides staff functions for the HMRA. DEH is the regulatory authority relative to hazardous materials and supports the HMRT at emergency incidents. DEH and HMRT maintain a close working relationship to ensure public safety and effective response to emergencies.

The HMRT consists of twelve members of the Eureka Fire Department, each of which is certified as Hazardous Material Specialists by the State of California. HMRT members are "non-dedicated," meaning that they have other duties within the fire department but also function as hazardous material specialists. The HMRT meets monthly for training and members are required to maintain their skills and competencies to fulfill their mission. The HMRT also conducts quarterly drills at various facilities within its response area to maintain skills and to interface with local industry. All members of the Eureka Fire Department are trained and State certified to the First Responder Operational and Decontamination for Hazardous Materials (City of Eureka 2012).

---

## MINIMIZING RISKS

Requiring that all land uses that transport, generate, use, handle, store, dispose of, and/or emit hazardous materials or waste be in compliance with all applicable, federal, state, County and local hazardous materials safety laws and regulations, as well as enforcing all building and fire codes adopted by the State, will minimize potential harm to the public from hazardous materials.

Continuing to coordinate with the County, the Regional Water Quality Control Board, Environmental Protection Agency, and State Department of Toxic Substance Control would minimize the risk of hazardous materials impacting people and property from sites that store, handle and/or use hazardous materials above local, State, and Federal thresholds.

The Ferndale Volunteer Fire Protection District's continued maintenance of state-of-the art first responder equipment and trained personnel within the Ferndale Volunteer Fire Department would help to minimize the impacts of hazardous material releases within the Planning Area.

## 8.0 Acceptable Risk

The General Plan Safety Element establishes mechanisms to reduce the risk of bodily harm and property damage from natural and human-caused hazards. Hazards are an unavoidable aspect of life, and the Safety Element does not eliminate risk. Instead, the Element contains policies to minimize the effects of hazards and hazardous events and acknowledge an acceptable risk level.

The Element takes a two-tiered approach to minimizing risk associated with natural and man-made hazards. On one level, the Element examines ways in which the community can prepare for and respond to the effects of hazardous events. For example, citizens may utilize sandbags during a 100-year storm event to prevent flooding damage to an existing building. Community-level response to hazardous events will be covered in Chapter 9.0 Emergency Preparedness.

On another level, the Element establishes land use and development policies to prevent or minimize the effects of hazards. For instance, the City may regulate what type of land use is allowed in a 100-year floodplain, prohibiting such uses as power plants or hazardous material storage. The City may also require mitigation for development that is allowed in the floodplain. The following are typical policies for flooding hazards:

Review all proposed development to ensure that structures designed for human occupancy are accessible in the event of a 100-year storm and are protected from the 100-year storm by setting lowest habitable floor elevations one foot above the floodplain.

Request a drainage study of proposed development in the 100-year floodplain to ensure adequate protection and that implementation of the development will not create new downstream flood hazards.

Using information on the potential for man-made or natural hazards from chapters 4.0-7.0 of this Element, the City may establish policies such as these to prevent or mitigate damage from hazardous events before those events occur. High-level hazards that present the greatest risk to life and property are generally addressed by City policies. Lower-level hazards, with less risk of causing catastrophic damage, are generally addressed at the neighborhood and individual levels. In order to develop effective policies, an acceptable level of risk above which City action is required to provide protection to life and property must be established.

This section defines the term ‘acceptable risk’ as the level of risk that a majority of citizens and insurance companies will accept without asking for governmental action to provide protection. Using this definition, various structures and land uses were classified according to how the population of Ferndale would be affected in the event of loss or failure of each facility, and a level of acceptable damage was established for each facility type. This information was used to identify optimal locations for the various land uses in relation to Ferndale’s hazard areas. Regulating land use and development accordingly will enable the City to avoid or mitigate the effects of natural hazards in order to protect lives and property.

---

## Risk Determination

The idea of risk evaluation is the central concept in planning for safety. The concept can be applied to all kinds of hazards, both natural and man-made. Although a hazard-free environment will never exist, an important initial step is to determine a level of acceptable risk. This involves determining the degree of risk, deciding how much risk is acceptable, and implementing measures to reduce the negative effects to a lower level.

The criteria for determination of risk are based on:

- Reduction or prevention of bodily harm
- Reduction or prevention of property damage
- Reduction or prevention of economic and social dislocations

Based on these criteria a risk may be categorized as acceptable, unacceptable, or avoidable. The determination of acceptable and unacceptable risk requires judgments based on weighing several factors including the nature of the hazard, the frequency or risk of a damaging event associated with the hazard, and the relative number of persons exposed to the risk. The degree or intensity of any specific hazard is a major consideration in public mitigation efforts. Thus, hazards with a high life-loss potential are less acceptable than hazards which primarily affect property, and hazards which could impact the entire community are less acceptable than hazards which may impact relatively few persons. Only minimal risk to critical facilities and functions (including water supply, emergency services, evacuation routes, and medical and mass care facilities) is considered acceptable since these facilities and functions are critical to disaster recovery for entire communities.

The Council on Intergovernmental Relations (CIR) has composed Safety Element guidelines. Central to these guidelines is the concept of acceptable risk. CIR defines acceptable risk as the level of risk below which no specific action by local government is deemed necessary, other than making the risk known and suggesting remedial measures for the public to take if they desire on their own to lessen the risk.

## Critical Facilities

The determination of acceptable risk from hazardous events involves differentiating among man-made structures according to their potential effect on the loss of life and their importance in terms of emergency response and continued community functioning. If essential services are not functional after a disaster, the magnitude of the disaster can be much larger.

The term “critical facilities” is used to describe those structures or land uses which are especially important for the preservation of life, the protection of property, and the continuing functioning of society. For the purposes of planning for hazard avoidance or mitigation, structures, occupancies, and land uses in the Ferndale Planning Area are classified as indicated in Figure 10. Classes 1-A through 3-B in this table are considered to be critical facilities.

These critical facilities are vital to the community's ability to respond to a major disaster and to minimize loss of life and property. At minimum, all structures which could have a significant effect on the loss of life should be designed to remain standing in the event of a major disaster,

---

even if rendered useless. Critical facilities, on the other hand, should not only remain standing, but in the event of a disaster should be able to operate at peak efficiency.

### **Risk Ratings**

Figure 10 lists structures and land uses for the purpose of risk classification. Figure 11 classifies the structures, occupancies, and land uses as described in Figure 10 and establishes general levels of acceptable risk in terms of risks to health and safety, risks to continuity of service, and risks of fire or structural damage. The column in Figure 11 titled “Level of Acceptable Risk” identifies the general levels of risk that are considered appropriate for each category of structure, occupancy, or land use. Tolerance levels for risk range from “near zero” for facilities whose failure might be catastrophic, such as nuclear plants and natural gas transmission lines, to “high” for open space lands with no development and low intensity occupancy. Exposure of the critical facilities to frequent or occasional hazard is not tolerable because the possibility of injuries to persons, losses of life and property, or disruption of disaster response capabilities could be so great in the event of damage to any of these facilities. On the other hand, a greater probability of damage to non-critical facilities can be tolerated because exposure to the hazard either affects relatively few people or properties, or causes relatively little personal injury or property damage. The basic premise for this table is that the City wishes to avoid all loss of life from foreseeable hazards, and to prevent personal injury and reasonably avoidable property damage.

Acceptable damage to facilities is correlated with risk levels and provides a guide to structural design requirements for all facilities and fire resistant characteristics for buildings in the several risk classes. Figure 12 provides a general guide to siting development with respect to the various hazard areas.

**Figure 10 – Risk Classifications of Structures, Occupancies, and Land Uses**



CLASS	GENERAL CATEGORY	GENERAL EXAMPLES*	PLANNING AREA EXAMPLES
1-A	Facilities whose failure might be catastrophic	Nuclear reactors, large dams	None
1-B	Facilities whose continuing function is critical	Power plants, power intertie systems	Water/wastewater treatment systems
2-A	Facilities critically needed for services after disaster	Hospitals, fire stations, telephone exchanges	City Hall Fire Hall Telecommunications systems
2-B	Critical transportation links	Regional highways, bridges, rail lines, overpasses, tunnels	State Route 211, Wildcat Road
2-C	Major local utility lines and facilities	Power substations, gas and water mains	Wastewater treatment lines Del Oro Water Co. lines
2-D	Small dams	Small dams	None
3-A	High occupancy structures	High-rise apartments and offices, schools	Ferndale High and Elementary School
3-B	Facilities highly desirable for shelter after disaster	Schools, churches	Schools, County Fairgrounds
3-C	Local roads, utilities, and communication facilities	Local roads, local utility lines	Local roads and bridges, local utility lines, telephone services, roadways that could slide out
4-A	Medium occupancy structures	Most commercial and industrial buildings, apartments	Navy Housing complex
4-B	Low occupancy structures	Single family homes	Single family homes
5-A	Open space lands, high intensity occupancy or development	Recreation areas, orchards, vineyards	Fireman’s Park
5-B	Open space lands with no development, low intensity occupancy	Grazing lands, forest	Ferndale Bottoms

\*Some of the general examples given in this table are for purposes of illustration only, and are not anticipated in the Planning Area

Adapted from Town of Woodside General Plan 2012 Natural Hazards and Safety Element

**Figure 11 – Levels of Acceptable Risk for Structures, Occupancies, and Land Uses**

CLASS	GENERAL CATEGORY	POPULATION AFFECTED IN EVENT OF FAILURE	ACCEPTABLE DAMAGE TO FACILITY	TOLERANCE FOR RISK*	
CRITICAL FACILITIES	1-A	Facilities whose failure might be catastrophic	Vast	None which would result in exposing affected population to death or injury	Near Zero
	1-B	Facilities whose continuing function is critical	Vast	None which would impair facility or disrupt function	Extremely Low
	2-A	Facilities critically needed for services after disaster	Substantial	None which would impair facility or disrupt function	Extremely Low
	2-B	Critical transportation links	Substantial	Minor non-structural; facility should remain operational and safe, or be susceptible to quick restoration of service	Low
	2-C	Major local utility lines and facilities	Substantial	Minor non-structural; facility should remain operational and safe, or be susceptible to quick restoration of service	Low
	2-D	Small dams	Moderate	None which would expose "downstream" population to injury	Extremely Low
	3-A	High occupancy structures	Varies	No structural damage; minor nonstructural damage, but structures should remain safe and usable	Low
	3-B	Facilities highly desirable for shelter after disaster	Varies	No structural damage; minor nonstructural damage, but structures should remain safe and usable	Low
	3-C	Local roads, utilities, and communication facilities	Moderate	Damage should be susceptible to reasonably rapid repair (or utility shut-off)	Moderate
	4-A	Medium occupancy structures	Moderate	Structural integrity must be retained; damage should not unduly endanger safety of occupants.	Low
	4-B	Low occupancy structures	Few	Structural integrity must be retained; damage should not unduly endanger safety of occupants.	Ordinary
	5-A	Open space lands, high intensity occupancy or development	Varies	Structural integrity must be retained; damage should not unduly endanger safety of occupants.	Moderate
	5-B	Open space lands, no development, low intensity occupancy	Few	Not applicable	High

\*Levels of acceptable risk range from lowest to highest as follows: Near Zero, Extremely Low, Low, Ordinary, Moderate, and High

Adapted from Town of Woodside General Plan 2012 Natural Hazards and Safety Element

**Figure 12 – Location of Structures and Land Uses in Relation to Defined Hazard Areas**

CLASS	GENERAL CATEGORY	HAZARDS									
		FIRE		FLOOD		EARTH SHAKING		LANDSLIDES			
		HIGH FIRE HAZARD ZONE	LOW FIRE HAZARD ZONE	100 YEAR FLOOD ZONE	OCCASIONAL FLOODING	LIQUEFACTION AREA	TSUNAMI EVACUATION AREA	RELATIVELY STABLE	MODERATE INSTABILITY	HIGH INSTABILITY	
CRITICAL FACILITIES	1-A	Facilities whose failure might be catastrophic	OK	OK	X	X	X	X	OK	M	X
	1-B	Facilities whose continuing function is critical	OK	OK	X	X	X	X	OK	M	X
	2-A	Facilities critically needed for services after disaster	OK	OK	X	X	X	X	OK	M	X
	2-B	Critical transportation links	OK	OK	M	M	M	M	OK	M	X
	2-C	Major local utility lines and facilities	OK	OK	M	M	M	M	OK	M	X
	2-D	Small dams	OK	OK	M	M	M	M	OK	M	X
	3-A	High occupancy structures	OK	OK	X	X	M	X	OK	M	X
	3-B	Facilities highly desirable for shelter after disaster	OK	OK	X	X	M	X	OK	M	X
	3-C	Local roads, utilities, and communication facilities	OK	OK	M	M	M	M	OK	M	X
	4-A	Medium occupancy structures	OK	OK	X	X	M	X	OK	M	X
	4-B	Low occupancy structures	OK	OK	M	X	M	M	OK	M	X
	5-A	Open space lands, high intensity occupancy or development	OK	OK	M	M	M	M	OK	M	X
5-B	Open space lands, no development, low intensity occupancy	OK	OK	OK	OK	OK	OK	OK	OK	OK	

OK – Use usually OK without special design or construction measures required

M – Use may be appropriate if mitigating measures are taken adequate to the function of structure or occupancy

X – Use is usually NOT APPROPRIATE in a location with these characteristics

Adapted from Town of Woodside General Plan 2012 Natural Hazards and Safety Element

---

## MINIMIZING RISKS

Regulating land use and development using the risk assessment completed in this Safety Element will enable the City to avoid or mitigate the effects of natural hazards in order to protect lives and property.

Designating and constructing development on lands in such a manner that levels of acceptable risk defined in Figure 11 are not exceeded will enable the City to avoid or mitigate unacceptable damage to lives and property. Development in hazardous areas should, in general, be limited to structures and improvements which would not threaten human life or cause substantial financial loss in the event of damage. Where hazards are identified, mitigating measures should be taken at the time of development. Mitigation measures could include providing adequate fire egress from the development and ensuring that there are no lengthy, one-way streets. Development should provide adequate water supplies, roads which are suitable for the safe passage of emergency vehicles, and legible street name signs and house numbers.

## 9.0 Emergency Preparedness

Emergency preparedness involves the community in planning to identify resources, provide public awareness, and formulate plans for emergency situations. The goal is for government, businesses, and local groups to coordinate emergency response, ensure the functioning of critical facilities, facilitate post-disaster relief, and expedite recovery operations.

Emergency preparedness improves the ability of local forces, such as the Ferndale Volunteer Fire Department, the Ferndale Police Department, City staff, and local citizens, to deal with emergencies quickly and effectively. Major disasters and emergencies also require outside assistance, from nearby cities, the County, the State, or from federal sources.

Whenever other agencies are involved, coordination is critical. The ability of the City and neighboring jurisdictions to prepare for and respond to emergency conditions in a coordinated manner is essential to the community's health and safety. Wildfires can ignite in neighboring jurisdictions and spread quickly into Ferndale. Hazardous material spills or explosions outside of City limits can affect Ferndale residents. Other municipalities, public and private utilities and transportation systems, hospitals, and special districts provide vital resident-serving services that are highly vulnerable to earthquakes and other hazards. This regional interdependence of medical, transportation, communications, emergency response, and other systems necessitates active coordination and a consistent level of mitigation and preparedness.

It is well documented that community preparation reduces the risks associated with a major disaster. Neighborhoods and businesses need to be trained on how to prepare for and respond to a major disaster. When Ferndale citizens are prepared, the risk to life and property from a major disaster is significantly reduced. A major focus of the City's mitigation efforts should be the preparation and training of the community to help itself.

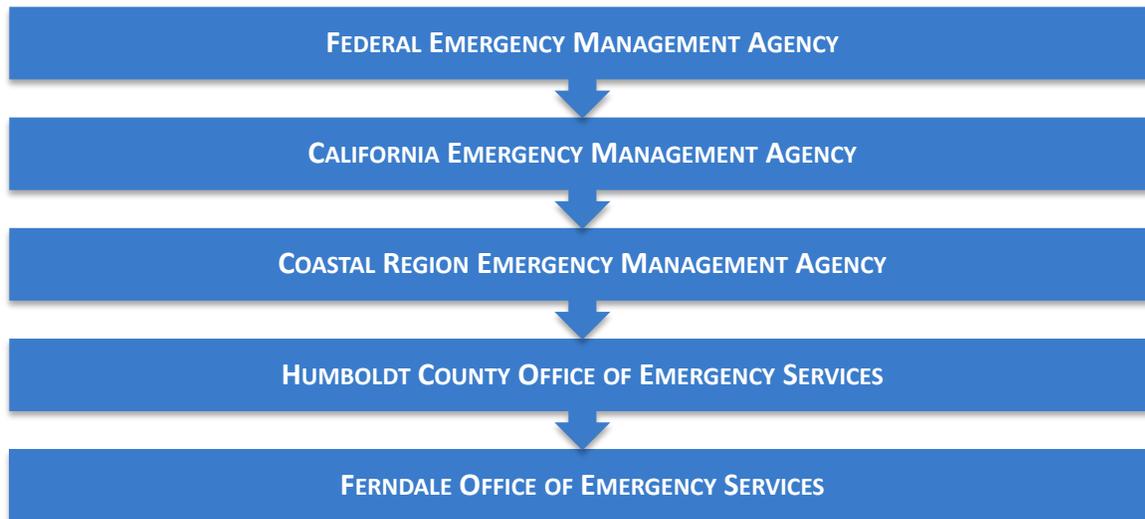
### Emergency Management Hierarchy

An emergency management hierarchy has been established to assist in the event that local governments require aid in dealing with emergencies (see Figure 13). At the federal level, the Federal Emergency Management Agency (FEMA) oversees United States government response efforts. At the state level, the California Emergency Management Agency (Cal EMA) oversees state organization response efforts. At the county level, the Operational Area (OA) oversees coordinated response for the county and the cities and special districts within. This hierarchy is in place to assist the organization and movement of resources to areas of need. At each level - federal, state, and local - the response organization has the statutory power to requisition resources and assistance from other governmental entities at that level (OES 2003).

The response hierarchy works in the following manner: When a city or special district cannot effectively handle a crisis with their own available resources and organization, they request county OA assistance. The county OA provides whatever available resources and assistance which can be mobilized locally from county assets and from other cities and special districts within the county. Should additional resources and assistance not available locally be needed, the county OA will request help from the Cal EMA. The state, in turn, will provide whatever resources and assistance that can be procured from state assets. FEMA is contacted when the

state needs assistance to handle the crisis. In California, Cal EMA is divided into three response support regions. The Coastal Region is comprised of the sixteen coastal counties from Del Norte to Monterey. Any assistance requests from the Humboldt County OA go directly to the Coastal Region which immediately canvasses the sixteen coastal counties for needed resources and assistance. Should more assistance be needed, the Coastal Region contacts the Cal EMA in Sacramento which, in turn, canvasses the other Regions in the State (OES 2003).

**Figure 13 – Emergency Management Hierarchy**



Source: Humboldt County Office of Emergency Services 2003.

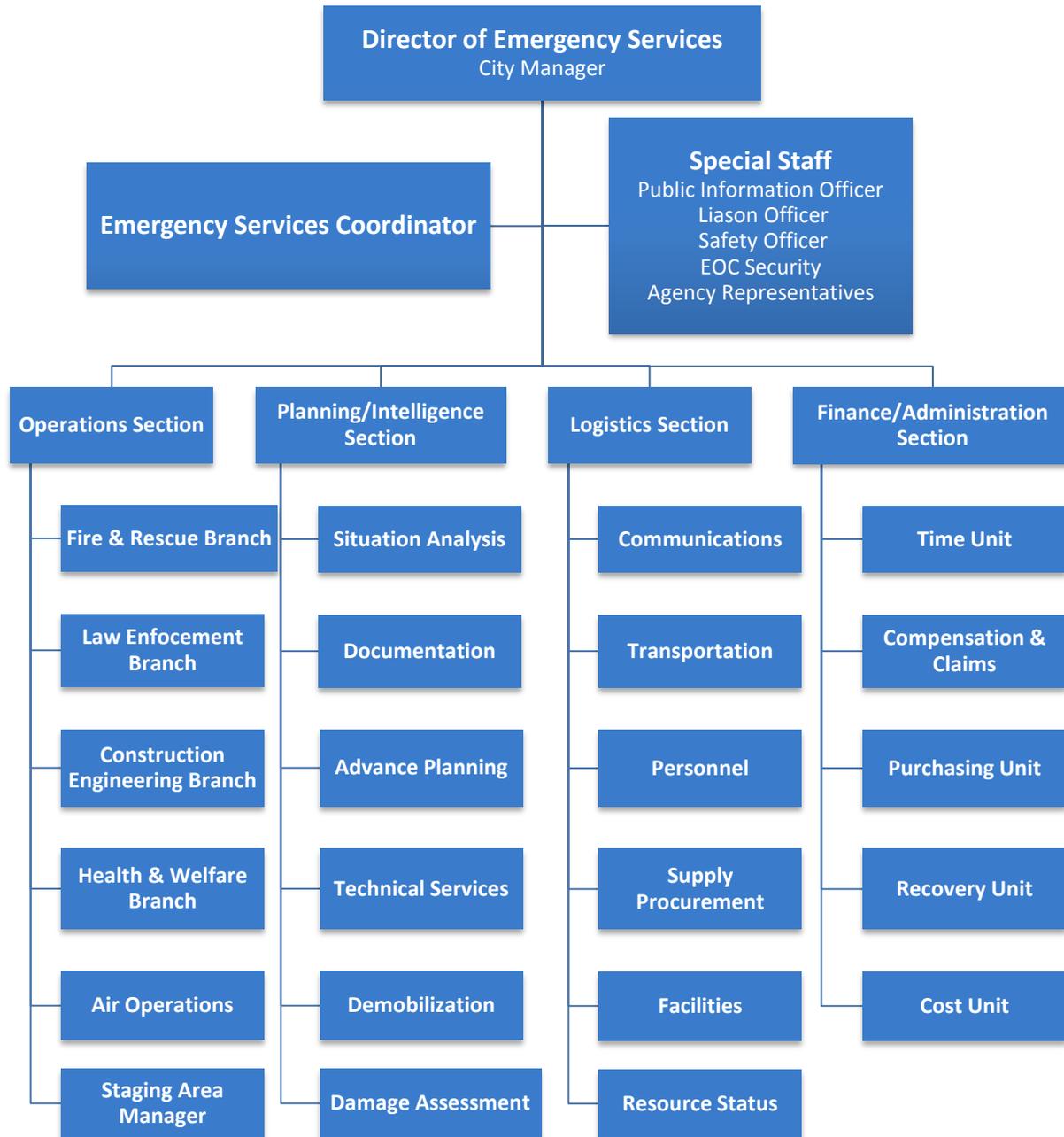
The Humboldt County Office of Emergency Services (OES) manages the county OA response from the county Emergency Operations Center (EOC). The EOC contains an extensive and varied communications system that allows for instant information transfer anywhere inside and outside the county. The EOC can operate independently of external power sources. Previously identified and trained personnel with expert knowledge and expertise from county departments, state and federal agencies, and other local governments, agencies, and organizations meet and efficiently coordinate the county OA response from the EOC. All responders are trained in the use of the National Incident Management System, the Standardized Emergency Management System, and in the Incident Command System to best facilitate a coordinated response from all levels of government (OES 2003).

### **City of Ferndale Emergency Operations**

Under the emergency management hierarchy described above, the City serves as first responder in the event of a local emergency. The City is charged with the responsibility to provide effective emergency preparedness operations under State law and Federal Emergency Management Administration (FEMA) directives (Woodside 2012). This responsibility requires the City to ensure the effective direction of resources involved in preparing for and responding to situations associated with natural disasters, man-made technological incidents, or national defense emergencies. The City must be prepared to respond to emergencies that might occur within its limits and must be able to assess whether it is capable of responding effectively.

The City accomplishes this in part through its Emergency Operations Plan (EOP), prepared in 2004 and updated in 2006 by the County OES for the City of Ferndale. The EOP identifies the City’s emergency planning, organization, policies, procedures, and response to extraordinary emergency situations associated with natural disasters, technological incidents, and national security emergencies. The plan also addresses integration and coordination with other governmental levels when required (OES 2006). Figure 14 shows Ferndale’s emergency management organization as per the EOP.

**Figure 14 – City of Ferndale Emergency Management Organization**

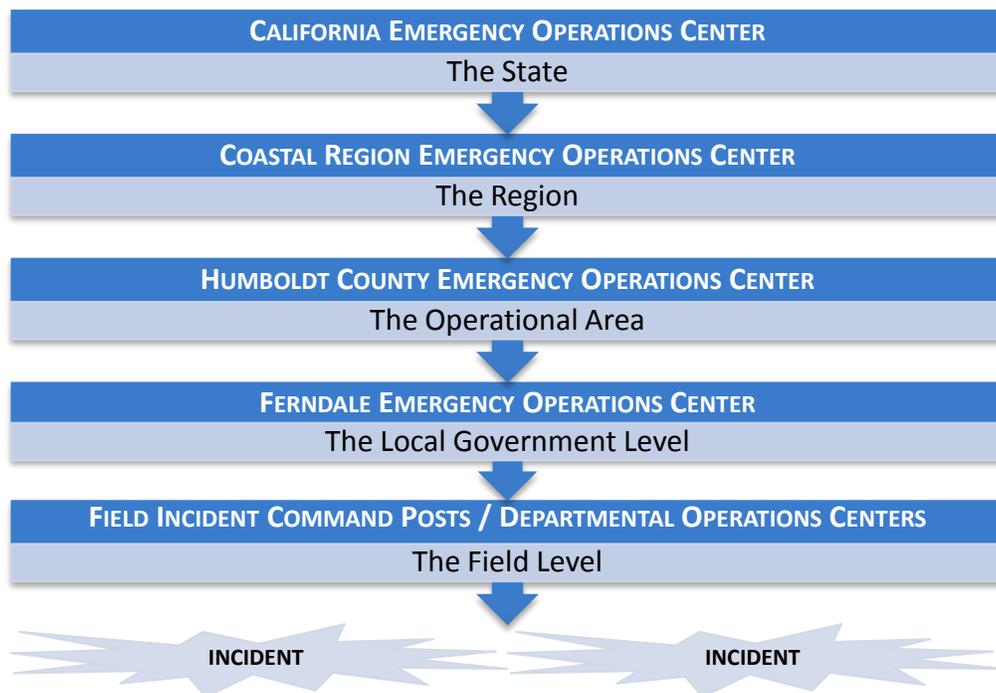


Source: Humboldt County Office of Emergency Services 2006.

The Ferndale EOP establishes the emergency management organization required to mitigate any significant emergency or disaster affecting the City; identifies the responsibilities, policies and procedures required to protect the health and safety of residents and property and to minimize the environmental effects of natural and technological emergencies and disasters; and establishes the operational concepts and procedures associated with field response to emergencies, City Emergency Operations Center (EOC) activities, and the recovery process (OES 2006).

The EOP is based on the functions and principles of the California Standardized Emergency Management System (SEMS), the California Incident Command System, and the National Incident Management System (NIMS), which identifies how the Ferndale emergency operational system fits in the overall California emergency management system during response and recovery operations (OES 2006). Figure 15 depicts the five levels of emergency response organization under SEMS.

**Figure 15 - Standardized Emergency Management System  
Five Level Emergency Response Organization**



Source: Humboldt County Office of Emergency Services 2006.

Under the EOP, the City’s response to disasters is based on four phases:

- Increased readiness;
- Initial response operations;
- Extended response operations; and
- Recovery operations.

During each phase, specific actions are taken to reduce and/or eliminate the threat of specific disaster situations. In coordination with the City and Incident Commanders, the OES Coordinator will determine the phase and initiate the appropriate level of alert for response agencies, including the activation of the Emergency Operations Center (EOC) as required. Ferndale EOC is located in the City Hall at 834 Main Street (OES 2006).

According to the EOP, the overall objective in managing emergency operations is to ensure that effective direction is maximized for those emergency forces involved in preparing for and responding to situations associated with natural disasters, technological incidents, or national defense emergencies. The specific purposes of the EOC are to facilitate overall management and coordination of emergency operations; coordination and liaison with appropriate federal, state, and other local government agencies and private sector resources; management of mutual aid resources; establishment of priorities; and collection, evaluation, and dissemination of damage information and other essential data (OES 2006).

### **Emergency Management Authority**

The following provides emergency management laws and authorities for conducting and/or supporting emergency operations (OES 2006):

#### City

- Ordinance No. 267 adopting the City of Ferndale Emergency Organization and Functions by the City of Ferndale City Council dated June 3, 1974.
- Ordinance No. 462 adopting City of Ferndale Emergency Procedures for expenditures and delegating of power to the City Manager dated April 9, 2002.
- Resolution No. 04-30 of the City of Ferndale, City Council adopting the City of Ferndale Emergency Operations Plan dated November 4, 2004.

#### County

- Ordinance No. 2203, relating to Emergency Organization and Functions of the Humboldt County Disaster Council, by the Board of Supervisors, dated March 21, 2000.
- Resolution No. 370 of the Board of Supervisors of the County of Humboldt relative to Workers' Compensation Insurance for Registered Volunteer Disaster Service Workers, dated June 27, 1949.
- Resolution of the Board of Supervisors of the County of Humboldt adopting the California Disaster and Civil Defense Master Mutual Aid Agreement dated December 1, 1950.
- Resolution of the Board of Supervisors of the County of Humboldt adopting the Humboldt County Emergency Operations Plan dated June 25, 2002.

#### State

- California Emergency Services Act (California Government Code, Title 2, Division 1, Chapter 7).
- Standardized Emergency Management Systems regulations (California Code of Regulations, Title 19, Division 2, Chapter 1 and California Government Code § 8607).

- Hazardous Materials Area Plan Regulations (California Code of Regulations, Title 19, Division 2, Chapter 4, Article 3, § 2720 – 2728 and California Health and Safety Code, Division 20, Chapter 6.95, § 25503.5).
- California Department of Water Resources Flood Control (California Water Code § 128).
- Orders and Regulations, which may be selectively promulgated by the Governor during a *STATE OF EMERGENCY*.
- Orders and regulations, which may be selectively promulgated by the Governor during a *STATE OF WAR*.

#### Federal

- Federal Civil Defense Act of 1950 (Public Law, as amended).
- Robert T. Stafford Disaster Relief and Emergency Assistance Act of 1988 (Public Law 93-288, as amended).
- Army Corps of Engineers Flood Fighting (Public Law 84-99).

#### **Community Emergency Preparedness Training (CERT)**

Despite extensive local, state, and federal planning and coordination, emergency services may be overwhelmed in the immediate aftermath of a major disaster. First responders may be hindered by impassable roads, offline utilities, damaged communications facilities, and lack of personnel. Depending on the severity of the emergency, it could take several days before basic services are restored. Emergency preparedness planning recognizes that residents must be prepared to be self-sufficient for 72 hours or more after the occurrence of a major disaster.

Formed in 2011 in response to this need for community self-sufficiency, Humboldt State University's Regional Training Institute (RTI) is an information center for disaster preparedness training. With a focus on regional coordination, RTI provides educators, individuals, neighborhood groups, businesses and social groups the tools necessary to strengthen their disaster response capabilities. RTI offers a Community Emergency Response Team (CERT) course with the goal of helping citizens become self-sufficient in the event of a major disaster by acquiring hands-on disaster training. CERT is based on a



foundation of training modules that educates individuals about disaster preparedness for hazards that may impact their area, and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations. Using the training learned in the classroom and during exercises, CERT members can assist others in their neighborhood or workplace following an event when professional responders are not immediately available to help. CERT members also are encouraged to support emergency response agencies by taking a more active role in emergency preparedness projects in their community (RTI 2013).

The CERT concept was developed and implemented by the Los Angeles City Fire Department (LAFD) in 1985. The Whittier Narrows earthquake in 1987 underscored the area-wide threat of a major disaster in California. Further, it confirmed the need for training civilians to meet their immediate needs. As a result, the LAFD created the Disaster Preparedness Division with the purpose of training citizens and private and government employees (FEMA 2012). The success of the LAFD training program prompted FEMA to adopt and expand the CERT program in 1993, making the training available nationally. Since then, communities in 28 States and Puerto Rico have conducted the training (FEMA 2012).

There is currently only one CERT program within 20 miles of Ferndale. The Eel River Valley CERT program, started in 2009 with funding from a federal Readiness and Emergency Management for Schools (REMS) grant, serves the Fortuna Union Elementary School District (ERV-CERT 2011), as well as covering Carlotta, Ferndale, Fortuna, Hydesville, Loleta, Rio Dell, and Scotia (Citizen Corps 2013). The group held CERT training courses from May 2010 to January 2011 to achieve the following goals:

- To expand the number of school personnel and community members trained to respond to emergencies
- To assist local schools during emergencies
- To be an advocate for emergency preparedness in the Eel River Valley and beyond
- To support the work of first responders during disasters
- To support the development and continued existence of other CERT programs in Humboldt County (ERV-CERT 2011)

Eel River Valley CERT is part of the Eel River Valley Emergency Preparedness Team (ERV-EPT), a multi-agency team of volunteers working to enhance emergency preparedness in the Eel River Valley. Participating agencies include Humboldt County Sheriff's Office of Emergency Services; Cal Fire; St. Joseph Hospital; Redwood Memorial Hospital; City Ambulance; Volunteer Fire Departments, including Fortuna, Ferndale, Scotia, and Rio Dell; Police Departments, including Fortuna, Ferndale, and Rio Dell; Ferndale Mayor and City Manager; Loleta CSD; Humboldt County Dept. of Health & Human Services; North Coast Schools' Insurance Group (NCSIG); Eel River Valley Readiness and Emergency Management for Schools (ERV-REMS); Eel River Valley schools, including: Academy of the Redwoods, Fortuna Middle School, Fortuna High School, Ferndale Elementary, Ferndale H.S., Toddy Thomas Middle School, Loleta Elementary, Fortuna Elementary (South), Rio Dell Elementary; and community groups, including Loleta Chamber of Commerce, Loleta Community Church, Loleta Community Resource Center, Fortuna Community Services, and Hydesville Community Church.

## MINIMIZING RISK

Taking a three-tiered approach to emergency preparedness will best enable the City to prepare for adequate emergency response and recovery, ensure the continued functioning of critical facilities, and facilitate post-disaster relief and recovery operations. On a broad level, coordinating with other agencies, from FEMA to neighboring jurisdictions, is key to ensuring that the City will have the resources it needs in the event of a major disaster. On a local level, planning for disaster response, including such measures as continuing to refine and update the City's EOP, will facilitate coordination among first-responders and City staff, thus streamlining the response to and recovery from an emergency. And finally, training the citizens of Ferndale on how to prepare for and respond to all types of disaster will greatly reduce loss of life and property in the initial hours of a major disaster.

## 10.0 Goals, Policies and Implementation Programs

Safety Element goals and policies provide a policy basis for measures Ferndale can take to prevent loss of life, reduce injuries and property damage, and minimize economic and social dislocations which could result from earthquake, fire, or other natural and man-made disasters. Policies address the intensity of development in hazardous areas, define the scope of hazard mitigation measures by type of land use, requirements for geotechnical and geologic investigations to mitigate geologic hazards and clear procedures for geotechnical and geologic report review. The contract planner and City staff worked with the Planning Commission, City Council, and agency representatives to craft policies and implementation strategies for reduction of risk and mitigation or abatement of those hazards and for emergency preparedness and disaster response through land use planning.

**Goals** are general statements of community values or aspirations. They define the ends toward which the City will address its efforts.

**Policies** are more precise expressions of the community's position on particular issues, or how particular goals can be reached. Policies may include guidelines, standards, objectives, maps, diagrams, or a combination of these components.

Implementing **Programs** present specific actions that the City or other identified entity will undertake to address policy issues and move closer to the community's goals. These might include ongoing programs sponsored by the City (e.g., a Community Emergency Response Team program), discrete time-specific actions (e.g., adopt an ordinance), or further planning action (e.g., develop a specific plan).

### GOAL 1 - Geologic and Seismic Hazards

*Minimize the risk to public health and safety and loss of social, economic, and environmental welfare resulting from seismic and geologic activities.*

#### **Policies**

- Policy 1.1 Update City zoning regulations for seismic setbacks, structural requirements, and hillside development standards.
- Policy 1.2 Require geotechnical evaluation for development projects with the potential for geological hazards, such as slope failures or soil subsidence.
- Policy 1.3 In areas with identified geologic hazards, development shall conform to geotechnical report mitigation measures and/or project and site modifications to respond to site-specific hazards and conditions.
- Policy 1.4 Improve drainage, plant soil-stabilizing vegetation, and provide structural reinforcements in landslide-prone areas.
- Policy 1.5 Collect and maintain current geologic data to identify hazardous areas.
- Policy 1.6 Ensure that public facilities are structurally sound and able to withstand seismic shaking and the effects of seismically-induced ground failure.

## Implementation Programs

- Program 1.a Require development applications for projects on slopes of 30% or more to submit a geologic investigation and report by a qualified engineering geologist. The report shall address potential for slope failure, soil subsidence and related geologic events, and recommend measures to minimize hazards.
- Program 1.b Prohibit development on excessively steep hillsides where slope stability mitigations are not deemed feasible by the City Engineer and where a significant hazard to Ferndale residents may result.
- Program 1.c Where known landslide areas exist, require mitigation actions for slope stability. This can include, with affected property owner support, landslide repair extending beyond the boundaries of a proposed development project site. Encourage planting of vegetation on unstable slopes to protect structures at lower elevations. Native plants may be required for landscaping in areas with landslide potential to eliminate the need for supplemental watering and to reduce the risk of landslide.
- Program 1.d Enforce California Building Code requirements, including seismic design provisions, as part of building permit issuance and inspection.
- Program 1.e Review existing critical and emergency structures identified in Figure 10 for any significant siting, design, or construction problems that would make them vulnerable in an earthquake, and incorporate findings of the review into the City's Emergency Operations Plan and long-term programs for upgrading or relocating vulnerable facilities.
- Program 1.f Monitor new building materials used for earthquake stability and incorporate such materials into plan checks when applicable.
- Program 1.g Adopt the Uniform Code for the Abatement of Dangerous Buildings.

## GOAL 2 - Flood Protection

*Reduce the risk to life and minimize physical injury, property damage, and public health hazards from the effects of flooding.*

### Policies

- Policy 2.1 Participate with a national flood insurance program.
- Policy 2.2 Work with the County and the United States Army Corps of Engineers to receive and implement updated flood control measures and information.
- Policy 2.3 Assess and keep apprised of the potential risks to persons and property from flooding within the City, including updated floodplain mapping.
- Policy 2.4 Periodically update the City of Ferndale Drainage Master Plan.
- Policy 2.5 Implement a public outreach program to increase public awareness of stormwater management issues and techniques for stormwater management.
- Policy 2.6 Inform citizens of potential risks associated with flooding within the City and provide preparation and response guidance.

- 
- Policy 2.7 Require development in areas subject to flooding to minimize or eliminate flooding hazards.
- Policy 2.8 Encourage development to balance or enhance the natural landscape features of a site to reduce impervious surfaces.
- Policy 2.9 Utilize flood control methods that are consistent with Regional Water Quality Control Board Policies and Best Management Practices.

### **Implementation Programs**

- Program 2.a In conjunction with the FEMA mandated updates to the Humboldt Operational Area Multi-Agency Multi-Hazard Mitigation Plan (HMP), identify funding sources for and facilitate mapping of the City's flood zones.
- Program 2.b Complete and implement provisions of the HMP, consistent with FEMA requirements.
- Program 2.c Coordinate with FEMA and other agencies in the evaluation and mitigation of future flooding hazards that may occur as a result of sea level rise.
- Program 2.d Ensure that local regulations comply with FEMA standards.
- Program 2.e Coordinate flood hazard mitigation efforts with the County to seek compliance with the Disaster Management Act 2000 to ensure eligibility for funding through FEMA grant programs.
- Program 2.f Request that the County refer development projects located within the City's watersheds to the City for comment. Continue to comment on County projects with the potential to increase runoff and flood hazards within the City. Standardize mitigation requirements to offset cumulative impacts of individual projects with potential to increase runoff and flood hazards within the City.
- Program 2.g Evaluate the compatibility of critical, essential, high occupancy, and normal to low risk uses in areas within the 100-year floodplain during the review of all discretionary and ministerial actions.
- Program 2.h Pursue sources of funding to ensure ongoing maintenance of the City's storm drains.
- Program 2.i Construct levees surrounding at-risk facilities.
- Program 2.j Perform preventative maintenance to maintain flow capacity of Francis Creek.
- Program 2.k Identify areas subject to flooding, steps to reduce potential property damage, and flooding emergency evacuation procedures on the City's website.
- Program 2.l Review development plans of existing sites to ensure necessary upgrades are provided to the City's storm drainage system.
- Program 2.m Review development proposals to ensure that structures designed for human occupancy are accessible during and protected from a 100-year storm by elevating lowest habitable floor one foot above the floodplain.

- Program 2.n Request a drainage study for development in the 100-year floodplain to ensure adequate protection and no net increase in downstream flood hazards.
- Program 2.o Require that development comply with Regional Water Quality Control Board discharge permit requirements.

### **GOAL 3 - Wildland and Urban Fires**

*Prevent the loss of lives, injuries, and property damage due to wildland and urban fires.*

#### **Policies**

- Policy 3.1 Coordinate with the Ferndale Volunteer Fire District to maintain adequate fire protection staffing levels, equipment and facilities to reduce risks to persons and property within the City from urban and wildland fires. Mitigate impacts of new development on the city's ability to maintain adequate service levels.
- Policy 3.2 Ensure adequate water supplies for fire suppression within the City.
- Policy 3.3 Require fire safe construction practices, through site design, landscaping and building materials, clear and legible street and address signs, and sprinklers.
- Policy 3.4 Reduce fire hazard risks in existing developments by promoting defensible space standards.
- Policy 3.5 Provide fire safety information to residents, business owners, and the construction, insurance, real estate, landscaping and building supply industries. This could include information about non-combustible roofing, fire safe construction, adequate emergency water supplies, visible address and road identification/signage, road clearances, and emergency evacuation procedures.
- Policy 3.6 Disseminate fire prevention education programs to neighborhoods, businesses, and schools. Foster a proactive fire prevention approach, emphasizing the relationship between fire prevention/hazard reduction and forestry and ecological restoration.
- Policy 3.7 Promote CAL FIRE and Humboldt Fire Safe Council goals and objectives.
- Policy 3.8 Promote smoke detector and fire extinguisher installation and maintenance in all habitable structures.

#### **Implementation Programs**

- Program 3.a Request annual fire hydrant flow pressure and volume tests, especially in high fire hazard areas, by local water providers. System deficiencies shall be addressed as soon as possible.
- Program 3.b Study potential backup water supplies for emergency fire flow needs.
- Program 3.c Require access for emergency vehicles and firefighting equipment on all development projects.
- Program 3.d Monitor new building materials used for fire resistance and incorporate such materials into plan checks when applicable.

- Program 3.e Provide information on fire safe practices through the City's website, including fuel reduction and non-flammable landscaping.
- Program 3.f Refer development proposals to the Ferndale Volunteer Fire Department for comment on measures necessary to mitigate or reduce fire hazards.
- Program 3.g Update and implement the City's weed abatement regulations.
- Program 3.h Participate in the planning efforts of and work cooperatively with the Humboldt Fire Safe Council.
- Program 3.i Require street signs and clear and legible addresses with Design Review and building permits.
- Program 3.j Require smoke detectors and fire extinguishers as a condition for building permits.

#### **GOAL 4 - Hazardous Materials**

*Protect people and property from risks associated with the use, transport, treatment and disposal of hazardous materials and wastes.*

##### **Policies**

- Policy 4.1 Minimize exposure to known and suspected hazardous materials by routine transport, use, disposal, or accidental release.
- Policy 4.2 Work with appropriate agencies to keep current on hazardous materials transport, storage, treatment, and disposal regulations.
- Policy 4.3 Work with property owners and applicable regulatory agencies to identify and eliminate hazardous waste releases.
- Policy 4.4 Inform the public about regulations for hazardous material and waste transport, storage, treatment, and disposal.
- Policy 4.5 Encourage safe hazardous material and waste recycling and disposal.
- Policy 4.6 Ensure adequate fire protection service levels as necessary to reduce risks to persons and property from hazardous materials spills or releases.
- Policy 4.7 Cooperate with other jurisdictions on regional hazardous materials use, transport, treatment and disposal practices.

##### **Implementation Programs**

- Program 4.a Require that all land uses that generate, use, handle, store, dispose of, and/or emit hazardous materials or waste be in compliance with applicable laws and regulations.
- Program 4.b Enforce adopted building and fire codes to minimize potential public harm from hazardous material storage.
- Program 4.c Update the Ferndale General Plan Transportation & Public Facilities Element to designate City roadways used for hazardous materials transport. If facilities such as schools, hospitals, child care centers, or other facilities with special evacuation needs are located along these

- routes, post emergency response plans for unauthorized hazardous materials release.
- Program 4.d Require that new facilities that produce, use, store, transport or dispose of hazardous materials locate a safe distance from land uses that may be adversely impacted by such activities. Conversely, do not allow new sensitive facilities, such as schools, child-care centers, and senior centers, to be located near existing sites that use, store or generate hazardous materials.
- Program 4.e Require new industries that store and process hazardous materials to provide a buffer zone at property boundaries sufficient for public safety.
- Program 4.f Coordinate with County, State, and Federal agencies to minimize exposure to hazardous materials.
- Program 4.g Prohibit the siting of new hazardous waste repositories, incinerators, and facilities within the 100-year floodplain.
- Program 4.h Require fire safe design standards, including proper storage and use of hazardous materials, for new development consistent with applicable state and federal regulations.
- Program 4.i Post household hazardous waste drop-off dates and locations on the City's website.
- Program 4.j Support County efforts to sponsor household hazardous waste and e-waste recycling and disposal drop-off days. Allow City property to be used for drop-off and assist in promoting disposal and recycling opportunities.
- Program 4.k Seek Ferndale Volunteer Fire Department input for identifying measures necessary to mitigate hazardous materials use and storage risks.
- Program 4.l Support the Ferndale Volunteer Fire Department's efforts to maintain state-of-the art first responder equipment and trained personnel for hazardous spills and emissions response.
- Program 4.m Cooperate with the County to implement the Hazardous Materials Area Plan and the Integrated Waste Management Plan.

## GOAL 5 – Acceptable Risk

*Reduce the effects of hazards and hazardous events to below the acceptable risk level.*

### Policies

- Policy 5.1 Protect life and property through land use and development practices that avoid or mitigate the effects of natural hazards.
- Policy 5.2 Land division and development shall be designed and constructed so that acceptable risk levels as defined in Figure 11 are not exceeded.
- Policy 5.3 Map known areas and sources of risk and make this public information.
- Policy 5.4 Locate development, especially critical facilities, away from hazards as determined in Figure 10 unless the hazards can be mitigated to the satisfaction of responsible agencies.

- Policy 5.5 Scale development proportionally to the level of acceptable risk for that development as determined in Figure 11.
- Policy 5.6 Implement measures that reduce risk, including development guidelines, building occupancy limitations, renovation, and demolition.

### **Implementation Programs**

- Program 5.a Regularly review and update regulations to ensure applicable mitigation measures are clearly defined; requirements for geotechnical and geologic investigations to identify and mitigate geologic hazards are provided; procedures for the review of geotechnical and geologic reports submitted for development are provided; fire safety of building construction is improved; and defensible space is defined and its benefits balanced with City conservation goals.

## **GOAL 6 – Emergency Preparedness**

*Ensure that City staff and citizens are adequately prepared to respond to and recover from natural or man-made disasters.*

### **Policies**

- Policy 6.1 Establish and maintain an effective emergency response program appropriate for potential events.
- Policy 6.2 Comply with NOAA requirements to maintain Storm Ready and Tsunami Ready certificates.
- Policy 6.3 Provide guidance to citizens for preparing for and responding to emergencies.
- Policy 6.4 Designate, equip, and publicize locations of emergency assembly points throughout the City.
- Policy 6.5 Coordinate with the Ferndale Volunteer Fire Protection District on emergency access requirements and specifications.
- Policy 6.6 Utilize mutual aid agreements that provide public safety personnel in times of emergency.
- Policy 6.7 Designate alternate routes to transport public safety employees from outlying areas when main route is impassable.
- Policy 6.8 Ensure that public safety facilities, apparatus, and equipment are designed and constructed adequately to efficiently operate paramedic, fire, and police services in times of disaster.
- Policy 6.9 Make facilities and equipment needed by residents accessible as soon after a major disaster as possible.

### **Implementation Programs**

- Program 6.a Update and adopt the City of Ferndale Emergency Operations Plan (EOP). Ensure that City departments have coordinated Standard Operating

- Procedures. Update Appendix C: Recovery Operations and include measures to address post-disaster needs of the City's residents and businesses for inspections, debris removal, streamlined permit issuance for rebuilding, and other essential services.
- Program 6.b Upgrade the City's Emergency Operations Center (EOC) and train City staff as needed. Review emergency equipment needs, such as a defibrillator at City Hall, and prioritize acquisition. Incorporate emergency preparedness expenditures into a long-term City Capital Improvement Plan.
- Program 6.c Establish redundant communication capabilities throughout the city.
- Program 6.d Develop and implement consolidated emergency response programs and plans for fire, flooding, seismic and other potential hazard events contained in the City's EOP. Distribute the plans to City departments, emergency response providers and support groups.
- Program 6.e Maintain National Incident Management System and Incident Command System training for City staff.
- Program 6.f Identify opportunities for training Ferndale citizens and staff on community emergency response. Include the Humboldt County Office of Emergency Services (OES) in training exercises.
- Program 6.g Involve the community, neighborhoods, and local businesses in disaster response planning.
- Program 6.h Regularly update and publicize the City's EOP to include evacuation routes, emergency connectors, and emergency shelters in conformance with state guidelines through the City's website, local radio, local newspaper, and other community outreach sources.
- Program 6.i Hold regular (at least one per year) emergency preparedness drills, and include local Community Emergency Response Training (CERT) groups, County OES and related emergency services agencies and groups.
- Program 6.j Promote awareness and caution among residents regarding possible natural hazards, including landslides, earthquakes, flooding, and fire hazards through creating and maintaining current website information.
- Program 6.k Support mutual aid agreements with local agencies and jurisdictions that provide public safety personnel in times of emergency.
- Program 6.l Include a public safety "ingress" component to the City's EOP.
- Program 6.m Conduct performance audits of public safety facilities and identify any needed/corrective measures.
- Program 6.n Identify needed emergency supplies to assist Ferndale residents in the first days following an emergency or major disaster.
- Program 6.o Use Capital Improvement Program or similar funding to establish a readily accessible supply of funds for use by the City in times of an emergency or major disaster.

## 11.0 References

California Department of Toxic Substances Control. 2012. Hazardous Waste and Substances Site List. Available from: [http://www.dtsc.ca.gov/SiteCleanup/Cortese\\_List.cfm](http://www.dtsc.ca.gov/SiteCleanup/Cortese_List.cfm). Retrieved 8 August 2012.

Christensen, Arne. 2011. The April 1992 Mendocino Triple Junction Earthquakes. Chronicling the Nisqually Earthquake and Other Northwest Quakes. Nisqually Multimedia. Retrieved 14 January 2012.

Citizen Corps. 2013. Eel River Valley (CA) CERT. Available from: <http://www.citizencorps.gov/cc/showCert.do?id=45688&cert=>. Retrieved 7 January 2013.

City of Eureka. 2012. City of Eureka Website – Regional Hazardous Materials Response Team. Available from: <http://www.ci.eureka.ca.gov/depts/fire/operations/hmrt.asp>. Retrieved 29 October 2012.

City of Ferndale Drainage Master Plan Update. 2004.

City of Ferndale General Plan Public Safety Element. 1975.

Dengler, Lori. 2008. "The 1906 Earthquake on California's North Coast". Bulletin of the Seismological Society of America **98** (2): 918–930. doi:10.1785/0120060406. Retrieved 14 January 2011.

Department of Toxic Substances Control (DTSC). 2012. EnviroStor Database. Available from: <http://www.envirostor.dtsc.ca.gov/public/>. Retrieved on 30 October 2012.

Edwards, Andrew. 2002. Waterworld: An odyssey through the Eel River lowlands. The North Coast Journal. Available from: <http://www.northcoastjournal.com/121902/news1219.html>. Retrieved 28 August 2012.

Eel River Valley Community Emergency Response Team Programs (ERV-CERT). 2011. Available from: <http://www.humboldt.k12.ca.us/ervrems/CERT/cert.html>. Retrieved 7 January 2013.

Eel River Valley Emergency Preparedness Team (ERV-EPT). 2010. Available from: <http://www.humboldt.k12.ca.us/ervrems/ervept/ervept.html>. Retrieved 11 January 2013.

Federal Emergency Management Agency (FEMA). 2012. Community Emergency Response Teams. Available from: <http://www.fema.gov/community-emergency-response-teams>. Retrieved 7 January 2013.

Ferndale Enterprise. 2012. Ferndale's history began in wilds and willows. Souvenir Edition. Available from: <http://www.scribd.com/doc/89537021/Souvenir-Edition-2011-12>. Retrieved 7 September 2012.

---

Humboldt County General Plan. 2012. Part 4 Chapter 14 Safety Element. Planning Commission Approved Draft.

Humboldt Office of Emergency Services (OES). 2003. An Overview. Available from: <https://co.humboldt.ca.us/sheriff/oes/>. Retrieved 4 January 2013.

Humboldt County Office of Emergency Services (OES). 2006. Humboldt Operational Area City of Ferndale Emergency Operations Plan.

Humboldt County Operational Area Hazard Mitigation Plan (HMP). 2007.

Humboldt County Resource Conservation District (HCRCD). 2010. Salt River Ecosystem Restoration Project Summary of Progress 2010. Available from: <http://humboldtrcd.org/2010SaltRiverProjectSummary.pdf>. Retrieved on 31 August 2012.

Humboldt Local Agency Formation Commission (LAFCo). 2008. Ferndale Fire Protection District Municipal Service Review. Adopted 2008.

Humboldt State University Regional Training Institute (RTI). 2013. Available from: <http://www.humboldt.edu/rti/>. Retrieved in 8 January 2013.

International Association of Fire Chiefs and Western Fire Chiefs Association (IAFC and WFC). 1996. Development Strategies in the Wildland/Urban Interface.

National Oceanic and Atmospheric Administration (NOAA). "Natural Hazards Images". Cape Mendocino, California Earthquakes, April 25 & 26, 1992. National Geophysical Data Center. Retrieved 6 August 2012.

North Coast Integrated Water Management Plan (NCIWMP). 2009. North Coast IRWMP > Implementation Projects > Salt River Ecosystem Restoration. Available from: <http://www.northcoastirwmp.net/Content/10394/preview.html>. Retrieved August 30, 2012.

Pacific Institute. 2009. California Flood Risk: Sea Level Rise Ferndale Quadrangle. Available from: [http://www.pacinst.org/reports/sea\\_level\\_rise/hazmaps/Ferndale.pdf](http://www.pacinst.org/reports/sea_level_rise/hazmaps/Ferndale.pdf). Retrieved on 31 August 2012.

Schneider, Keith. 1995. A Flooded Town Asks, 'Why Us?' The New York Times. Available from: <http://www.nytimes.com/1995/01/16/us/a-flooded-town-asks-why-us.html?pagewanted=all&src=pm>. Retrieved 8 August 2012.

State Water Resources Control Board (SWRCB). 2012. Geotracker. Available from: <http://geotracker.waterboards.ca.gov>. Retrieved 31 October 2012.

Town of Woodside. 2012. General Plan 2012 Natural Hazards and Safety Element. Available from: <http://www.woodsideside.org/planning/general-plan-2012-1>. Retrieved 17 December 2012.

## Section 7: BUSINESS

<i>BUSINESS ITEM #</i>		<i>April 17, 2013</i>
<i>Building Permits</i>		
1199	Grant	Bathroom on 2nd story, enclose 2 porches, electric work, woodshed
832	Herbert	Porch replacement
724	Main	Addition to Garage Shop
777	Main	Replace pellet with propane heater

<i>Land Use Permits</i>		
832	Herbert	demolish porch floor, rebuild with open porch with railing, paint house
724	Main	Addition for stairway from house to 2nd floor of garage and enclose rear porch for mudroom, relocate existing
353	Main	replace roof with 40yr black composition shingle and add white to the trim colors.
638	Main	add 2 apartments that require windows

**NOTE: As of the April 17, 2013 meeting, staff will be bringing the Building Permit Book to the Planning Commission meetings so that any of the commissioners, or public, can view any permits that have been issued.**

Meeting Date:	April 17, 2013	Agenda Item Number	7.1
Agenda Item Title:	General Plan Update: Selection of Next Element		
Presented By:	Melanie Rheaume, Contract City Planner		
Type of Item:	<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input type="checkbox"/> Information
Action Required:	Select the General Plan Element to update next and recommend to City Council		

**RECOMMENDATION:** Review the attached General Plan Update Scope, select an element to update next, and recommend that the City Council authorize updating that element.

**BACKGROUND:** The City of Ferndale must periodically update their General Plan to comply with State law. More importantly the General Plan is the City's comprehensive policy document that defines the type, amount, and location of future growth and development, and keeping it current is vital for implementing community goals and policies. The General Plan update process is overdue as six of the seven required elements were last updated prior to 1987 (California Planners' Book of Lists, 2009). The Housing Element (required) and Historical & Cultural Resource Element (optional) have been adopted (2012). The Safety Element (required) is near completion. The proposed contents of the remaining elements are included in the attached scope.

**DISCUSSION:** The Ferndale City Council has implemented a multi-year General Plan Update process. The Housing Element Update and Historical & Cultural Resources Element are complete and have been adopted. The Safety Element Update is nearly complete and ready for environmental review. In order to conserve City resources, staff conducted a joint environmental review of the Housing and Historical & Cultural Resources Elements. Staff intends to similarly combine the review of the Safety Element and the next element chosen by the Commission and City Council.

As the advisory body to the City Council, the Planning Commission selects the element to be updated next and recommends it to the Council. The attached scope provides general information on each element to aid the Commission's decision. Planning staff recommends that the Commission review the attached scope, select the next element to be updated, and recommend it to the City Council.

**NEXT STEPS:** Staff will present the attached scope along with the Planning Commission's recommendation at the May 2<sup>nd</sup> Council meeting.

---

## CITY OF FERNDALE PROPOSED MULTI-YEAR GENERAL PLAN UPDATE SCOPE & CONTENTS (UPDATED 2013)

---

This is a scope to prepare the General Plan update, consistent with State General Plan Guidelines, and to prepare environmental compliance documents required by the update. This will be a community based effort to evaluate the current General Plan in terms of the effectiveness of its policies and programs. City staff, Planning Commission, City Council and interested community members will be engaged to identify policies and programs that may need to be strengthened, changed, or replaced and provide appropriate implementation measures to increase the effectiveness of those policies and programs.

### GENERAL PLAN INTRODUCTION

The Introduction was last updated in 1986. It includes the following chapters: Characteristics, Legislative Requirements, Organization, Consistency, and Use of the Plan. The updated introduction will include revised setting and context information and new chapters relating to the City vision, how Ferndale fits into the region, and the use of the General Plan. The proposed Introduction contents include:

- Introduction;
- Setting and Context;
- Planning in the “Victorian Village;”
- City Vision and Regional Perspective; and
- Community Use of the General Plan and Implementation Programs.

---

### REQUIRED ELEMENTS

---

#### LAND USE ELEMENT

The 1986 Land Use and Unique Resources Element also serves as a consolidated Open Space and Conservation Element and includes the following chapters: Introduction, Statutory Authority, Community Profile, Area of Special Concern, Overall Goal, Specific Goals and Policies, General Plan Land Use Designations, and Implementation Measures. The updated Land Use Element will primarily focus on land use; a separate Conservation and Open Space Element is proposed. The updated Land Use Element will define a Sphere of Influence and Planning Area in the Land Use Diagram. The proposed Land Use Element contents include:

- Introduction;
- Setting and Context;
- General Plan Land Use Designations;
- Land Use Diagram; and
- Goals, Policies and Implementation Programs.

Updating this element provides the City the opportunity to review the City-wide land uses and make adjustments as needed to anticipate future growth. The individual designations can be consolidated or expanded, adjusted for residential density and range of housing types, or revised to plan for commercial and public facility uses and to identify resource lands to be preserved.

Projects identified in this element may be eligible for Sustainable Communities grants, many of which are awarded on an ongoing basis.

### **TRANSPORTATION (CIRCULATION) & PUBLIC FACILITIES ELEMENT**

The Transportation & Public Facilities Element of the Ferndale General Plan was last updated in 1967. The updated Circulation, Public Facilities and Services Element will define a circulation system hierarchy that includes arterial, collector and local streets. The relevant chapters of the City's Scenic Highway Element, last updated in 1975, will be incorporated into the updated Circulation Element. This task will include a Circulation Diagram with all City streets and public rights of way. The proposed Circulation, Public Facilities and Services Element contents include:

- Introduction;
- Setting and Context;
- Transportation Modes – Vehicle, Bike & Pedestrian, Transit;
- Goods Movement
- Water, Wastewater & Storm Drains;
- Law Enforcement, Fire Protection, Schools & City Administration; and
- Goals, Policies and Implementation Programs.

Over the past several years there has been development that has added traffic to existing streets. There are several planned street connections shown on City circulation maps that may never be built or may need to be realigned and or reclassified if constructed. This update provides the opportunity to review the overall City circulation system and make adjustments. Provisions for bike lanes, pathways and truck routes will also be considered. The public facilities component will include policies and implementation programs for future infrastructure improvement or maintenance.

Projects identified in this element would be forwarded to the Humboldt County Association of Governments (HCAOG) and Caltrans to identify funding opportunities. Coordination with HCAOG will ensure that Ferndale's needs are adequately documented and justified, ultimately aiding in securing funding for projects.

### **CONSERVATION & OPEN SPACE ELEMENT**

The 1986 Land Use and Unique Resources Element serves as a consolidated Open Space and Conservation Element and includes: an Introduction, Statutory Authority, Community Profile, Area of Special Concern, Overall Goal, Specific Goals and Policies, General Plan Land Use

Designations, and Implementation Measures. Staff proposes to again combine these two required elements into one. The Conservation Element update will define and inventory the types of resources subject to conservation measures, and will recommend resource management policies. This task will include preparation of a spatial database and natural resources map. Updating the Open Space Element will define and inventory the different types of open spaces and recommend resource management policies. This task will include preparation of a spatial database and Open Space Map. The proposed Conservation & Open Space Element contents include:

- Introduction;
- Setting and Context;
- Hydrology and Drainage;
- Biological Resources;
- Agricultural Resources; and
- Goals, Policies and Implementation Programs.

This is an opportunity to update open space policies for the managed production of resources, outdoor recreation, public health and safety, and the preservation of natural resources. This includes a review of the management of agricultural lands and related policy. Land trusts and other resource land management organizations could be contacted with funding requests.

#### **NOISE & AIR QUALITY (NEW) ELEMENT**

The 1975 Noise Element is included with the Public Safety and Scenic Highway Elements. The Noise Element update will define the types of sensitive receptors subject to noise impacts: schools, medical facilities, and certain residential uses. The Noise Element will also define the different types of noise including, but not limited to, vehicle noise and stationary source (commercial and industrial) noise. This task will include preparation of a noise contour map, using available County and Caltrans noise contour data. The proposed Noise & Air Quality Element contents are:

- Introduction;
- Setting and Context;
- Noise Characteristics and Sources;
- Air Quality Characteristics;
- Air Basin Requirements; and
- Goals, Policies and Implementation Programs.

The air quality data and analysis will include an Emissions Reduction Plan to reduce greenhouse gas emissions as required for SB 375 and AB 32 compliance. This legislation calls for emission level rollbacks which can be accomplished by reducing both stationary and mobile levels. The Emissions Reduction Plan will involve the following tasks:

- Develop Outline, Review Emissions Inventories & Determine Reduction Target.

- Identify and Evaluate Emission Reduction Measures.
- Disclose Costs/Benefits /Challenges of Various Emission Reduction Measures.
- Refine Emission Reduction Measures.
- Prioritize Measures and Develop Implementation Timeline.
- Develop Monitoring and Verification Recommendations for Greenhouse Gas Reductions.
- Prepare Draft Emissions Reduction Plan & Hold Public Hearings.
- Respond to Comments & Prepare Final Emissions Reduction Plan.
- Adopt Emissions Reduction Plan.

The North Coast Unified Air Quality Management District may have funding opportunities for projects identified in this element.

---

## **REVIEW**

---

### **ENVIRONMENTAL COMPLIANCE**

An Environmental Impact Report (EIR) was prepared in 1986 for the Ferndale General Plan. This document must be supplemented to comply with the California Environmental Quality Act. An Initial Study/Negative Declaration was prepared for the Housing and Historical & Cultural Resources Elements.

### **STUDY SESSIONS AND PUBLIC HEARINGS**

Public involvement is an integral part of the General Plan update process. City staff will organize and schedule study sessions and public hearings with the Planning Commission and City Council.

Meeting Date:	April 17, 2013	Agenda Item Number	7.2
Agenda Item Title:	Potential Changes to Vacation Rental Use Permit Process		
Presented By:	Melanie Rheaume, Contract City Planner		
Type of Item:	Action	x	Discussion Information
Action Required:	Consider options for vacation rental Use Permit requirements		

**RECOMMENDATION:** Consider the following options for requiring that applicants obtain verification of compliance from the Ferndale Fire Chief and Building Inspector before submitting an application for a Vacation Rental Use Permit.

**BACKGROUND:** At the March 20<sup>th</sup> Planning Commission meeting, the Commission reviewed an application for a Use Permit to allow for vacation rental use of an existing residence. One of the Conditions of Approval for this permit was: "Prior to operation, the applicant shall obtain a letter from the Ferndale Fire Chief and the Ferndale Building Inspector verifying that the home meets occupation requirements. Copies of these letters shall be given to Ferndale City Hall."

The Commission directed staff to bring an agenda item presenting options for revising the permit application process to require that applicants submit verification of compliance with this condition as part of a complete application for a Vacation Rental Use Permit rather than after the permit has received Planning Commission approval.

**DISCUSSION:** The following options would allow the City to require an applicant to submit verification of compliance from the Fire Chief and Building Inspector with the application for a Use Permit for a vacation rental.

Option 1: Amend the Zoning Ordinance (ZO) to include Vacation Rentals in specified zones either as a principally permitted use or a use permitted with a Use Permit. Regulations governing Vacation Rentals, such as when inspections occur, could be included in ZO with the amendment. Revising the ZO would require three public hearings: one conducted by the Planning Commission and two conducted by the City Council. The current fee for a ZO Amendment, based on estimated staff time and materials, is \$1,435. Staff estimates that amending the ZO to include Vacation Rentals would cost the City at least this much, and perhaps more depending on the extent of the amendment and process.

Option 2: Revise the Use Permit application packet posted on the City's website to specify that inspections are a required component of a completed application for a proposed vacation rental. Staff estimates revising the packet could cost the City \$500 or more.

The City has imposed this Condition of Approval on Vacation Rental Use Permits for several years and, to staff's knowledge, has received no complaints regarding the requirement.

**NEXT STEPS:** The options presented in this report would require City Council approval of staff time. Should the Commission determine that a revision is necessary or warranted and select one of the above options, staff will bring the matter to the City Council for approval.

Meeting Date:	April 17, 2013	Agenda Item Number	7.3
Agenda Item Title:	General Plan Annual Progress Report		
Presented By:	Melanie Rheaume, Contract City Planner		
Type of Item:	<input type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Information
Action Required:	Review attached General Plan Annual Progress Report		

**RECOMMENDATION:** Review the attached General Plan Annual Progress Report.

**BACKGROUND:** California Government Code Section 65400(a) requires Planning Departments to compile an annual report documenting the City’s progress towards meeting its share of regional housing needs as well as the City’s General Plan status and progress towards its implementation. Staff prepared the attached report for submission to the Department of Housing and Community Development (HCD) and the Office of Planning and Research in compliance with this regulation.

**DISCUSSION:** Ferndale’s General Plan Annual Progress Report demonstrates that the City has made progress towards meeting its share of regional housing needs. Figuring in historical growth and economic trends, the City estimated development of approximately 24 of the 52 units allocated to the City in the HCAOG Regional Housing Needs Plan for the period 2009 to 2014. So far 13 of those units have been permitted (see Table B of attached report). This figure does not include the 52 renovated and now occupied units at Ferndale Housing.

The report also demonstrates the City’s progress towards updating the General Plan. In 2012, the City completed and adopted both the Housing Element and Historical & Cultural Resources Element. HCD certified the Housing Element and commended the City on its efforts. The Draft Safety Element Update is set for a public hearing at the April 17 Planning Commission meeting, where the Commission will take public input and assess the draft for completeness.

Now that the Housing and Historical & Cultural Resources elements have been adopted, there are Element programs and directives to implement. The City has made some progress towards implementing Housing Element implementation programs, including completion of the Wastewater Treatment Facility and the Ferndale Housing Project, as shown on Table C (attached). In order to continue to show compliance with State planning regulations, the City needs to continue working towards implementation. To this end, the City Council has approved staff time and materials to develop a General Plan Housing Element Implementation Plan.

**ANNUAL ELEMENT PROGRESS REPORT**  
**Housing Element Implementation**  
(CCR Title 25 §6202 )

Jurisdiction Ferndale  
Reporting Period 4/1/2012 - 4/1/2013

**Table A**

**Annual Building Activity Report Summary - New Construction**  
**Very Low-, Low-, and Mixed-Income Multifamily Projects**

Housing Development Information						Housing with Financial Assistance and/or Deed Restrictions		Housing without Financial Assistance or Deed Restrictions			
1	2	3	4				5	5a	6	7	8
Project Identifier (may be APN No., project name or address)	Unit Category	Tenure R=Renter O=Owner	Affordability by Household Incomes				Total Units per Project	Est. # Infill Units*	Assistance Programs for Each Development	Deed Restricted Units	Note below the number of units determined to be affordable without financial or deed restrictions and attach an explanation how the jurisdiction determined the units were affordable. Refer to instructions.
			Very Low-Income	Low-Income	Moderate-Income	Above Moderate-Income			See Instructions	See Instructions	
1182 Rose Ave	SU	R		1			1		n/a	n/a	Secondary dwelling units are considered affordable to lower income households due to their small size and low rents. Second units rent for approx. \$800 or less which is affordable to lower income households based on the 2013 Humboldt County Area Median Income of \$57,900.
(9) Total of <b>Moderate and Above Moderate</b> from Table A3					0	0	0				
(10) Total by income Table A/A3			0	1	0	0	1				
(11) Total <b>Extremely Low-Income</b> Units*			0								

\* Note: These fields are voluntary

**ANNUAL ELEMENT PROGRESS REPORT**  
**Housing Element Implementation**  
(CCR Title 25 §6202 )

Jurisdiction Ferndale  
Reporting Period 4/1/2012 - 4/1/2013

**Table A2**  
**Annual Building Activity Report Summary - Units Rehabilitated, Preserved and Acquired pursuant to GC Section 65583.1(c)(1)**

Please note: Units may only be credited to the table below when a jurisdiction has included a program in its housing element to rehabilitate, preserve or acquire units to accommodate a portion of its RHNA which meet the specific criteria as outlined in GC Section 65583.1(c)(1)

Activity Type	Affordability by Household Incomes				(4) The Description should adequately document how each unit complies with subsection (c)(7) of Government Code Section 65583.1
	Extremely Low-Income*	Very Low-Income	Low-Income	TOTAL UNITS	
(1) Rehabilitation Activity	0	0	6	8	Program IX, Ferndale Housing Project. See HCD certified Ferndale Housing Element 2012 Attachment B - Government Code Section 65583.1(c) Compliance Checklist
(2) Preservation of Units At-Risk	0	0	0	0	
(3) Acquisition of Units	0	0	0	0	
(5) Total Units by Income	0	0	6	8	

\* Note: This field is voluntary

**Table A3**  
**Annual building Activity Report Summary for Above Moderate-Income Units (not including those units reported on Table A)**

	1. Single Family	2. 2 - 4 Units	3. 5+ Units	4. Second Unit	5. Mobile Homes	6. Total	7. Number of infill units*
No. of Units Permitted for <b>Moderate</b>	0	0	0	0	0	0	0
No. of Units Permitted for <b>Above Moderate</b>	0	0	0	0	0	0	0

\* Note: This field is voluntary

**ANNUAL ELEMENT PROGRESS REPORT**  
***Housing Element Implementation***  
(CCR Title 25 §6202 )

**Jurisdiction** Ferndale  
**Reporting Period** 4/1/2012 - 4/1/2013

**Table B**

**Regional Housing Needs Allocation Progress**

**Permitted Units Issued by Affordability**

Enter Calendar Year starting with the first year of the RHNA allocation period. See Example.		2009	2010	2011	2012	2013	2014				Total Units to Date (all years)	Total Remaining RHNA by Income Level
Income Level		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9		
Very Low	Deed Restricted	14										14
	Non-deed restricted											
Low	Deed Restricted	8			6						6	-1
	Non-deed restricted		2	1							3	
Moderate	Deed Restricted	9			2						2	7
	Non-deed restricted											
Above Moderate		21	2								2	19
Total RHNA by COG. Enter allocation number:		52										
Total Units ▶ ▶ ▶			0	4	0	9					13	39
Remaining Need for RHNA Period ▶ ▶ ▶ ▶ ▶												

Note: units serving extremely low-income households are included in the very low-income permitted units totals.

**ANNUAL ELEMENT PROGRESS REPORT**  
***Housing Element Implementation***  
 (CCR Title 25 §6202 )

Jurisdiction Ferndale  
 Reporting Period 4/1/2012 - 4/1/2013

**Table C**

**Program Implementation Status**

Program Description (By Housing Element Program Names)	<b>Housing Programs Progress Report - Government Code Section 65583.</b> Describe progress of all programs including local efforts to remove governmental constraints to the maintenance, improvement, and development of housing as identified in the housing element.		
Name of Program	Objective	Timeframe in H.E.	Status of Program Implementation
I. Adequate Sites	Encourage affordable housing	Ongoing	
	Maintain GIS database	Ongoing	
	Amend Zoning Ordinance for SB2 compliance and multifamily	2012	
	Multi-family site evaluation and potential rezoning	Ongoing	
	Small lots research and identification	2013	
II. Permanent Housing Availability	Evaluate density bonus	2012	
	Outreach to developers	Ongoing	
	Apply for grant funding	Annual	
III. Design Review	Research best practices in design guidelines	2012	
	Clarify design review process	2011	
IV. Infrastructure Needs	Construct WWTF upgrades	2010-2012	Completed
V. Housing Equity	Amend Zoning Ordinance	2012	
	Disseminate fair housing information	2012 and Ongoing	
	Resolve fair housing complaints	Ongoing	
VI. Manufactured Housing	Amend Zoning Ordinance	1-Feb-13	
VII. Housing Unit Preservation and Rehabilitation	Explore City adoption of a rehabilitation loan program	2013	
	Research and apply for rehabilitation funding grants	Ongoing	
VIII. Energy Conservation and Weatherization	Research and promote energy conservation strategies	2011 and Ongoing	
	Develop grant/loan assistance program list	2012 and Ongoing	

**ANNUAL ELEMENT PROGRESS REPORT**  
***Housing Element Implementation***  
(CCR Title 25 §6202 )

**Jurisdiction** Ferndale  
**Reporting Period** 4/1/2012 - 4/1/2013

IX. Ferndale Housing Project	Facilitate Ferndale Housing Project and comply with Gov't Code §65583.1	W/in 2 yrs of agreement with property manager	Completed
------------------------------	---	---	-----------

**ANNUAL ELEMENT PROGRESS REPORT**  
***Housing Element Implementation***  
(CCR Title 25 §6202 )

<b>Jurisdiction</b>	<u>Ferndale</u>
<b>Reporting Period</b>	<u>4/1/2012 - 4/1/2013</u>

**General Comments:**

The City of Ferndale is working on updating outdated General Plan elements. The Housing Element and Historical & Cultural Resource Element have been adopted (2012). The Safety Element is near completion. Implementation of adopted elements is expected to begin in 2013. See attached General Plan Update Scope for more information.

---

## CITY OF FERNDALE PROPOSED MULTI-YEAR GENERAL PLAN UPDATE SCOPE & CONTENTS (UPDATED 2013)

---

The City of Ferndale must periodically update their General Plan to comply with State law. More importantly the General Plan is the City's comprehensive policy document that defines the type, amount, and location of future growth and development, and keeping it current is vital for implementing community goals and policies. The General Plan update process is overdue as six of the seven elements were last updated prior to 1987 (California Planners' Book of Lists, 2009). The Housing Element and Historical & Cultural Resource Element have been adopted (2012). The Safety Element is near completion. The remaining elements are included in this scope.

This is a scope to prepare the General Plan update, consistent with State General Plan Guidelines, and to prepare environmental compliance documents required by the update. This will be a community based effort to evaluate the current General Plan, in terms of the effectiveness of its policies and programs. City staff, Planning Commission, City Council and interested community members will be engaged to identify policies and programs that may need to be strengthened, changed, or replaced and provide appropriate implementation measures to increase the effectiveness of those policies and programs.

### LAND USE ELEMENT

The 1986 Land Use and Unique Resources Element also serves as a consolidated Open Space and Conservation Element and includes the following chapters: Introduction, Statutory Authority, Community Profile, Area of Special Concern, Overall Goal, Specific Goals and Policies, General Plan Land Use Designations, and Implementation Measures. The updated Land Use Element will primarily focus on land use; a separate Conservation and Open Space Element is proposed. The updated Land Use Element will define a Sphere of Influence and Planning Area in the Land Use Diagram. The proposed Land Use Element contents include:

- Introduction;
- Setting and Context;
- General Plan Land Use Designations;
- Land Use Diagram; and
- Goals, Policies and Implementation Programs.

Updating this element provides the City the opportunity to review the City-wide land uses and make adjustments as needed to anticipate future growth. The individual designations can be consolidated or expanded, adjusted for residential density and range of housing types, or revised to plan for commercial and public facility uses and to identify resource lands to be preserved.

---

## **TRANSPORTATION (CIRCULATION) & PUBLIC FACILITIES ELEMENT**

The Transportation & Public Facilities Element of the Ferndale General Plan was last updated in 1967. The updated Circulation, Public Facilities and Services Element will define a circulation system hierarchy that includes arterial, collector and local streets. The relevant chapters of the City's Scenic Highway Element, last updated in 1975, will be incorporated into the updated Circulation Element. This task will include a Circulation Diagram with all City streets and public rights of way. The proposed Circulation, Public Facilities and Services Element contents include:

- Introduction;
- Setting and Context;
- Transportation Modes – Vehicle, Bike & Pedestrian, Transit;
- Water, Wastewater & Storm Drains;
- Law Enforcement, Fire Protection, Schools & City Administration; and
- Goals, Policies and Implementation Programs.

Over the past several years there has been development that has added traffic to existing streets. There are several planned street connections shown on City circulation maps that may never be built or may need to be realigned and or reclassified if constructed. This update provides the opportunity to review the overall City circulation system and make adjustments. Provisions for bike lanes and pathways will also be considered. The public facilities component will include policies and implementation programs for future infrastructure improvement and maintenance.

## **CONSERVATION & OPEN SPACE ELEMENT**

The 1986 Land Use and Unique Resources Element serves as a consolidated Open Space and Conservation Element and includes: an Introduction, Statutory Authority, Community Profile, Area of Special Concern, Overall Goal, Specific Goals and Policies, General Plan Land Use Designations, and Implementation Measures. The Conservation Element update will define and inventory the types of resources subject to conservation measures, and will recommend resource management policies. This task will include preparation of a spatial database and natural resources map. Updating the Open Space Element will define and inventory the different types of open spaces and recommend resource management policies. This task will include preparation of a spatial database and Open Space Map. The proposed Conservation & Open Space Element contents include:

- Introduction;
- Setting and Context;
- Hydrology and Drainage;
- Biological Resources;
- Agricultural Resources; and
- Goals, Policies and Implementation Programs.

This is an opportunity to update open space policies for the managed production of resources,

outdoor recreation, public health and safety, and the preservation of natural resources. This includes a review of the management of agricultural lands and related policy.

### **NOISE & AIR QUALITY (NEW) ELEMENT**

The 1975 Noise Element is included with the Public Safety and Scenic Highway Elements. The Noise Element update will define the types of sensitive receptors subject to noise impacts: schools, medical facilities, and certain residential uses. The Noise Element will also define the different types of noise including, but not limited to, vehicle noise and stationary source (commercial and industrial) noise. This task will include preparation of a noise contour map, using available County and Caltrans noise contour data. The proposed Noise & Air Quality Element contents are:

- Introduction;
- Setting and Context;
- Noise Characteristics and Sources;
- Air Quality Characteristics;
- Air Basin Requirements; and
- Goals, Policies and Implementation Programs.

The air quality data and analysis will include an Emissions Reduction Plan to reduce greenhouse gas emissions as required for SB 375 and AB 32 compliance. This legislation calls for emission level rollbacks which can be accomplished by reducing both stationary and mobile levels. The Emissions Reduction Plan will involve the following tasks:

- Develop Outline, Review Emissions Inventories & Determine Reduction Target.
- Identify and Evaluate Emission Reduction Measures.
- Disclose Costs/Benefits /Challenges of Various Emission Reduction Measures.
- Refine Emission Reduction Measures.
- Prioritize Measures and Develop Implementation Timeline.
- Develop Monitoring and Verification Recommendations for GHG Reductions.
- Prepare Draft Emissions Reduction Plan & Hold Public Hearings.
- Respond to Comments & Prepare Final Emissions Reduction Plan.
- Adopt Emissions Reduction Plan.

Meeting Date:	April 17, 2013	Agenda Item Number	7.4
Agenda Item Title:	Review Sections 1000, 1001, 1002, 1004.1, 1004.2 of the Draft Sign Ordinance.		
Presented By:	Michael Bailey, Chair of the Sign Ordinance Committee		
Type of Item:	<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input type="checkbox"/> Information
Action Required:	Approve Sections 1000, 1001, 1002, 1004.1, 1004.2 of the Draft Sign Ordinance.		

**RECOMMENDATION:**

Review and approve Sections 1000, 1001, 1002, 1004.1, 1004.2 of the Draft Sign Ordinance.

**BACKGROUND:**

During the January 16, 2013 and February 20, 2013 meetings, the Planning Commission asked that the Draft Sign Ordinance be brought back to the March meeting for review and possible approval, along with a draft of the Sign Ordinance. During the March 20, 2013 meeting, the Planning Commission asked that the sections be broken up and brought back in sections to the Planning Commission. The chart below shows the sections to be presented.

Section	Title	Revision	Approved	PC Meeting
1000	Table of Contents	2	10/17/12	MAY
1001	Background, Purpose and Scope	1	10/17/12	MAY
1002	Sign Definitions	1A		MAY
1003	Zoning Requirements		Not presented	
1004.1	Sign Standards, Maintenance and Design Criteria	3		MAY
1004.2	Miscellaneous Business Signs	1A	10/17/12	MAY
1004.3	Prohibited or Illegal Sign Characteristics, Locations, Types, and Messages	1		JUNE
1004.4	Nonconforming Signs	1		JUNE
1004.5	Unregulated or Exempt Signs and Exceptions	3		JUNE
1004.6	Illumination and Reflecting Signs	2		JUNE
1004.7	Movement and Wind-driven Signs	0		JUNE
1005.1	Temporary Signs	3		JULY
1005.2	Public Message Signs	0		JULY
1005.3	Situational Signs	0		JULY
1005.4	Identification Signs	1		JULY
1006	Use Permits		Not presented	
1007	Administration		Not presented	

---

## SIGN ORDINANCE OUTLINE – Draft Rev. 2

### 1000 Table of Contents

#### 1001 Background, Purpose and Scope

1001.1 Background Information.

1001.2 Purpose and Intent.

1001.3 Scope.

#### 1002 Sign Definitions

1002.1 Definitions.

1002.2 Sign Categories and Matrix.

1002.3 Zone Names and Definitions.

#### 1003 Zoning Requirements –

#### 1004 General Sign Regulations, Requirements & Restrictions

##### 1004.1 Sign Standards, Maintenance and Design Criteria –

1004.1.1 Design and Construction –

1004.1.2 Materials and Structure –

1004.1.3 Maintenance –

1004.1.4 Color –

1004.1.5 Copy Design and Typeface Guidelines –

1004.1.6 Lighting –

1004.1.7 Sign Height Measurement –

1004.1.8 Number of Signs –

1004.1.9 Placement –

1004.1.10 Area –

[1004.1.11 Commercial Message Signs –](#)

1004.1.12 Exceptions –

##### 1004.2 Miscellaneous Business Signs

1004.2.1 Directional (On & Off Site) –

1004.2.2 Double Faced & V-Type –

1004.2.3 Exterior and Interior –

1004.2.4 Ground, Freestanding and Monument –

1004.2.5 Multifaced –

1004.2.6 Pole, Pylon, Post & Panel, or Column Signs –

1004.2.7 Wall or Fascia –

1004.2.8 Wall Murals and Graphic Designs –

1004.2.9 Window and Door –

##### 1004.3 Prohibited or Illegal Sign Characteristics, Locations, Types, and Messages

1004.3.1 Generally Prohibited Signs –

1004.3.2 Specifically Prohibited Signs –

1. Animated or Moving Message Signs –

2. Billboard or Poster-board Signs –

3. Derelict Signs –

4. Flashing Signs –.

---

## SIGN ORDINANCE OUTLINE – Draft Rev. 2

- 5. Inflatable Sign –
- 6. Misleading or Misdirecting Signs –
- 7. Public Menace or Peril Signs –
- 8. Revolving or Rotating Signs –
- 9. Roof Signs –
- 1004.3.3 Illegally Erected Signs –
- 1004.4 Nonconforming Signs –
  - 1004.4.1 Intent –
  - 1004.4.2 Change of Status –
  - 1004.4.3 Modifications –
  - 1004.4.4 Duration of Nonconforming Signs –
    - 1. Nonconforming Signs –
    - 2. Grandfathered Signs –
    - 3. Historically Significant Signs –
  - 1004.4.5 Mailing of Notices –
  - 1004.4.6 Removal of Unlawful and Abandoned Signs –
- 1004.5 Unregulated or Exempt Signs and Exceptions –
  - 1004.5.1 Accessory and Affiliation –
  - 1004.5.2 Building/Site Address or House Numbers (Street Address) –
  - 1004.5.3 Directional On-site Sign –
  - 1004.5.4 Flags bearing an official design –
  - 1004.5.5 Garage and Yard Sale Signs –
  - 1004.5.6 Government and Gasoline Price Signs –
  - 1004.5.7 Historic Significance, Marker or Historic Plaque –
  - 1004.5.8 Informational signs such as restrooms, telephone location or direction of door opening. –
  - 1004.5.9 Interior Business Signs > 5' from exterior surface of building. –
  - 1004.5.10 Nameplate or Memorial Signs or Tablets –
  - 1004.5.11 Parking Information Signs –
  - 1004.5.12 Political, Social Issue, Special Event, and Seasonal or Public Interest Event Signs –
  - 1004.5.13 Public Message –
  - 1004.5.14 Real Estate [and Open House Signs](#) –
  - 1004.5.15 Seasonal Signs and Decorations –
  - 1004.5.16 Traffic Signs or Signals –
  - 1004.5.17 Window Signs –
- 1004.6 Illumination & Reflecting Signs –
  - [1004.6.1 Animated or Moving Message Signs](#) –
  - [1004.6.2 Awning, Canopy or Marquee Signs](#) –
  - 1004.6.3 Flashing Signs –
  - 1004.6.4 Neon Signs –
  - [1004.6.5 Product Signs](#) –
  - 1004.6.6 Reader-board, Multiple [or Electronic Variable](#) Message, or Copy-change Signs –
  - 1004.6.7 Revolving and Rotating Signs –

---

## SIGN ORDINANCE OUTLINE – Draft Rev. 2

- 1004.6.8 Time and Temperature Signs –
- 1004.7 Movement & Wind-driven Signs –
  - 1004.7.1 Animated or moving message signs –
  - 1004.7.2 Banner, Flag or Pennant –
  - 1004.7.3 Flags bearing an official design –
  - 1004.7.4 Inflatable Signs –
  - 1004.7.5 Pendent String or Ground-wiggler –
  - 1004.7.6 Reader-board, Multiple Message or Copy-change Signs –
  - 1004.7.7 Revolving or Rotating Signs –
  - 1004.7.8 Projecting, Swinging Overhanging or vertical Signs –
- 1005 Other Sign Regulations –
  - 1005.1 Temporary Signs –
    - 1005.1.1 Construction, [Development Project, or Contractor](#) Signs –
    - 1005.1.2 Event-specific Signs –
    - 1005.1.3 Garage Sale Signs –
    - 1005.1.4 Open House Signs –
    - 1005.1.5 Opinion Signs –
    - 1005.1.6 Political Signs –
    - 1005.1.7 Portable, Trailer or Mobile Signs –
    - 1005.1.8 Real Estate Signs –
    - 1005.1.9 Sandwich-board or Sidewalk Signs –
    - 1005.1.10 Snipe Signs –
    - 1005.1.11 Special Seasonal or Public Event Signs –
    - 1005.1.12 Special Purpose Signs –
    - 1005.1.13 Subdivision Signs –
  - 1005.2 Public Message Signs –
    - 1005.2.1 Public Interest or Protective Signs –
    - 1005.2.2 Public Notice or Bulletin Board Signs –
    - 1005.2.3 Public Purpose, Traffic or Public Information Signs –
    - 1005.2.4 Public Street Signs –
    - 1005.2.5 Warning Signs –
  - 1005.3 Situational Signs –
    - 1005.3.1 Construction, [Development Project, or Contractor](#) Signs –
    - ~~1005.3.2 Contractor Signs –~~
    - 1005.3.2 Event Specific Signs –
    - 1005.3.3 Fence Signs –
    - 1005.3.4 Gasoline Price Signs –
    - 1005.3.5 Gateway or Residential Gateway Signs –
    - 1005.3.6 Menu-board Signs –
    - 1005.3.7 Public Notice or Bulletin Board –
    - 1005.3.8 Reader-board, Multiple Message or Copy-Change Signs –
    - 1005.3.9 Warning Signs –
  - 1005.4 Identification Signs –
    - 1005.4.1 Affiliation Sign –
    - 1005.4.2 Building Marker Signs –

---

## SIGN ORDINANCE OUTLINE – Draft Rev. 2

- 1005.4.3 Building Sign –
- ~~1005.4.4 Business Sign (On & Off Site) –~~
- 1005.4.4 Church Sign –
- 1005.4.5 Historic Significance or Plaque –
- 1005.4.6 Home Occupation Sign –
- 1005.4.7 Nameplate, Memorial or Commemorative Plaque, or Tablet Signs –
- 1005.4.8 Professional Sign –
- 1005.4.9 Tenant Directory or Multi-unit Signs –
- ~~1005.5 Suspended or Shingle Signs –~~
- ~~1005.5.1 Awning, canopy or marquee Signs –~~
- ~~1005.5.2 Banner, Flag or Pennant Signs –~~
- ~~1005.5.4 Projecting, Swinging, Overhanging or Vertical –~~
- ~~1005.5.4 Swinging Signs –~~

### 1006 Use Permits

- 1006.1 Application Process
- 1006.2 Review of Applications and Criteria
- 1006.3 Special Use Permits
- 1006.4 Conditional Use Permits
- 1006.5 Appeals

### 1007 Administration

- 1007.1 Existing or Grandfathered Signs
- 1007.2 Maintenance
- 1007.3 Relocation
- 1007.4 Abandoned, Dilapidated, or Obsolete Signs
- 1007.5 Violations and Cancellation
- 1007.6 Scope of Provisions and Conflicting Provisions
- 1007.7 Violations, Abatement, Penalty and Removal
- 1007.8 Indemnity and Insurance

DRAFT

## 1001 Background, Purpose & Scope – Draft Rev. 1

### 1001 Background, Purpose and Scope

**1001.1 Background Information.** The Victorian Village of Ferndale is known for a wealth of historic residential and commercial buildings representing a variety of architectural styles popular during the middle and late 19th century (1860-1900). More modern styles are equally represented including Neo-classical, Craftsman, and Mission. Collectively, the City of Ferndale was designated as a *State Historic Landmark* in 1975 by the California State Parks, Office of Historic Preservation. In 1994, the City's Main Street was designated as a *Historic District* by the National Park Service and placed on the National Register of Historic Places.

Residents and visitors alike are attracted to Ferndale to enjoy the opportunity to “step back in time” and enjoy the town's many architectural flavors. To this end the City has determined that commercial and non-commercial signs should be respectful of the major stylistic components of the individual historic buildings and overall character of the City of Ferndale's historic “streetscape.” Accordingly, this sign ordinance is envisioned to address the placement, color, design and architectural character of commercial and non-commercial signs in order to maintain the overall visual quality of all areas of the City, while clearly communicating the intended information.

**1001.2 Purpose and Intent.** Signs have an obvious impact on the character and quality of life in this town, and the attractiveness and appearance of Ferndale's Historic District. As a prominent part of the scenery, they help attract or repel the viewing public and may affect the safety of vehicular or pedestrian traffic. Their suitability or appropriateness helps set the tone of the whole City.

Because signs strongly influence the perception of the establishment, building, street view, and the aesthetics of the historic district, there is a public interest in ensuring that signs are well designed, carefully placed and properly maintained in accordance with the overall desired character of Ferndale.

The purpose of these limitations and requirements are to create a legal framework for a comprehensive and balanced system to manage signage in a manner which will;

- 1. Protect** the interests of all sectors of the business community by providing a properly managed opportunity for effective advertising, identification and commercial communications through signage to match services with the needs of the public.
- 2. Maintain, protect and enhance** the historical aspects, aesthetics, property values; the City's unique character, its natural setting, its architecture, and the economic viability of the City's commercial corridor by promoting the use of aesthetically pleasing materials, colors, and types of signs and by implementing design review.
- 3. Delineate** the design, type, number, placement, location, illumination, aesthetic quality and physical dimensions of signs according to standards consistent with the types of establishments in each zoning district and those that contribute to the overall environment of the buildings, streets, and districts of Ferndale.

## 1001 Background, Purpose & Scope – Draft Rev. 1

4. **Protect** residential districts adjoining non-residential districts from adverse impacts of excessive illumination and numbers or sizes of signs.
5. **Provide** for signs as an effective and pleasant channel of communication, while ensuring that signs are aesthetically proportioned to the structures to which they are associated with.
6. **Encourage** both renovation and proper maintenance of signs; through equal treatment, accurate record keeping and public information programs.
7. **Safeguard** motorists, bicyclists, and pedestrians and enhance the public health, and general welfare by requiring safe and effective signage while avoiding traffic safety hazards caused by visual clutter, distractions and obstructions.
8. **Enable** noncommercial signs such as real estate “for sale” signs and political signs that address advocacy on debatable issues.
9. **Defend and preserve** the rights of freedom of association, speech and expression in all matters pertaining to signage.

Further, it is the intent of the City that its commercial and industrial development remains in harmony with the residential community and the historical nature of Ferndale.

**1001.3 Scope.** The provisions of this Sign Ordinance provide for the installation, construction, alteration, repair, maintenance, enforcement and display of signage in all areas of the town of Ferndale with a major emphasis on the Historic District, the Design Control Combining Zone (–D-zone), and other residential, commercial, and public facility areas within the City. All signage regulated by this ordinance is under the direct control of the Planning Commission, while signage residing within the Ferndale Historic District and the –D-zone will require a use permit approved by the Design Review Committee, a subcommittee of the Planning Commission.

The term “signage” shall include all types of commercial, noncommercial, residential, governmental, public purpose and building address signs in public view from public or private byways. Any signage that can be displayed under the provisions of this ordinance may contain a noncommercial message. This ordinance shall not manage public purpose signs posted by state or local government agencies other than permitting their use.

When reading and using this document, the INTENT of each section should carry more weight in decision making than the specific wording of each section. An attempt is made to state the intent at the beginning of each section. This statement of intent should be used as a guide to interpretation of any specific paragraph, article or provision.

## SIGN DEFINITIONS – Draft Rev. 1A

### SECTION 1002 SIGN DEFINITIONS

**1002.1 Definitions.** The following words and terms shall, for the purposes of this section, and as used elsewhere in this ordinance, have the meanings shown herein. It must be understood that a sign type defined herein does not imply consent to use that sign type.

**ABANDONED OR OBSOLETE SIGN:** Any sign which no longer applies to the business or property, due to the lack of a business licenses or a change in business name or for any other reasons, rendering the sign not applicable to the premises involved. This condition must exist for a period of more than ninety (90) days, at which time it becomes a nonconforming sign. Any sign which is a conforming sign, not in use, but which may be intended to be re-used in conjunction with the ownership or operation of a new business on said property shall not fall under the definition of abandoned.

**ACCESSORY SIGN:** Any sign which is designed to facilitate the announcement of trading stamps, credit cards, special services being offered or other similar messages. Such signs shall not announce or advertise products, goods or services directly related to the business being conducted on the premises.

**AFFILIATION SIGN:** Any identification sign with a message identifying membership in an association of businesses, such as credit card companies or civic organizations.

**ANIMATED OR MOVING MESSAGE SIGN:** Any sign, with or without electrical energy, that uses movement, blinking, flashing, change or fluctuation of lighting intensity, color, motion [or sense of motion](#), or sound to depict action or creates a special effect or scene including programmable displays and message boards, swinging and rotating signs.

**ARCHITECTURAL FEATURE:** Means either a projecting, three-dimensional or flush-mounted, sculptural, constructed item, or artistic rendering, that has no written message, lettering or business name incorporated into its design. This feature can be separate from the sign face and must be designed to visually identify the type of product for sale or a service offered, such as, but not limited to: molded coffee mug, ice cream cone or shoe projecting from the wall face to identify a coffee shop, ice cream shop or shoe store; flush mounted figures or painted murals of running horses for a tack shop, a barber pole for a barber shop, a pair of scissors flush mounted on the wall of a hair salon, a bicycle affixed to the wall of a bicycle shop, a model airplane mounted over the entry door of a toy store.

**ARCHITECTURAL PROJECTION:** Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building, but that does not include signs as defined herein. (See also “Awning” and “Canopy.”)

**AWNING, CANOPY OR MARQUEE SIGN:** Any suspended or hanging sign that is mounted on, painted onto or attached to an awning, canopy or marquee. An awning is a metal and cloth structure. A canopy is solid structure; a marquee is a structure that typically has a covering with changeable advertising, such as the theatre marquee. An awning becomes a sign when it contains letters, numbers, symbols, pictures, logos, or visual display, or other communication, attached, painted on, or made an integral part of the awning.

**BANNER, FLAG OR PENNANT:** Any suspended sign made of a flexible material such as canvas, sailcloth, plastic or waterproof paper on which copy or graphics is displayed and displayed for a business purpose or public event.

**BILLBOARD OR POSTER BOARD:** Any freestanding off-site outdoor advertising sign and or panel typically designed on a free standing framework independent of a building to attract the interest of passing motorists. (Also see off-site signs.)

**BUILDING ADDRESS:** A building address is any series of numbers and/or letters, presented in a mostly fixed format, used for describing the location of a building, apartment, or other structure or a plot of land on a street.

**BUILDING MARKER:** A building marker is any permanent Identification Sign indicating a building’s name, date and incidental information about its construction. Such a sign typically is cut into a masonry surface or made of bronze or other permanent material.

## SIGN DEFINITIONS – Draft Rev. 1A

**BUILDING SIGN:** Any Identification Sign affixed to the front or side of a building that identifies the building name, businesses or activities residing within the building. (See Directory or Multi-unit signs)

**BUSINESS SIGN:** Any sign that identifies the existence of a profit-making, nonprofit, or governmental organization involved in the provision of goods or services.

**ON-SITE SIGN:** A sign located on the same parcel of land from which the product, service or activity described by the sign is made available.

**OFF-SITE SIGN:** A sign not located on the same parcel of land from which the product, service or activity described by the sign is made available.

**CHURCH SIGN:** Any sign that identifies the existence of a religious building that provides for member prayer, services or assembly.

**COMMERCIAL MESSAGE SIGN:** Any sign, wording, logo or other representation, except for the actual name of the business, that directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

**CONSTRUCTION AND DEVELOPMENT PROJECT SIGNS:** A sign advertising or identifying the persons or firms associated with a construction project and typically attached to building(s), fence, or freestanding.

**CONTRACTOR SIGN:** A sign identifying a contractor's name, company, address or contact information associated with a construction project.

**DERELICT SIGN:** Any sign that is dilapidated or in such condition as to create a hazard or nuisance, or to be unsafe or fail to comply with the Building or Electrical Codes applicable in the jurisdiction.

**DIRECTIONAL SIGN:** A sign containing directional information, including governmental signs, with a message that provides only directions to pedestrian or vehicular users to locations deemed to be in the interest of the traveling public. Directional signs do not include real estate signs.

**DIRECTIONAL, ON-SITE:** A sign, the sole purpose of which is to direct the flow of traffic, indicate entrances or exits, transmit parking information or convey similar information.

**DIRECTIONAL, OFF-SITE:** A sign, located on one (1) parcel, advertising and/or directing traffic to a government building or agency, business, event, or point of interest located on a different parcel within the City.

**DIRECTIONAL, OFF-SITE TEMPORARY:** An off-site sign authorized by permit to be placed in a specified location for a defined period of time. (Also see Portable or Mobil signs)

**DOUBLE FACED & V-TYPE SIGNS:** Any sign that has two (2) sign faces provided the planes are not more than two (2) feet apart. A V-Type or A-Frame sign has two faces connected at one end, but facing away from each other at angles that impart a "V" shape to the sign. For purposes of computing surface area, such signs are two separate signs if the angle between the two outer surfaces is greater than 60 degrees; otherwise the panels/wings shall be considered one double-faced sign

**EVENT SPECIFIC SIGN:** Any temporary sign to be used to announce an event such as a festival, dance, business opening, sale, meeting, fund-raiser, parade and information about political candidates and other events which have a short term conclusion

**EXTERIOR SIGN:** A sign which is located on the outside of a building or business premises, located on a vacant property or painted on or attached to either the inside or outside of a door, fence or window as long as the sign is viewable from the sidewalk or street.

**FENCE SIGN:** Any exterior sign affixed to or painted on a fence that faces a public road or walkway.

**FLASHING SIGN:** Any sign that contains an intermittent or flashing, scintillating, blinking or traveling light source. This includes signs that give the illusion of intermittent or flashing lights by means of animation, or an externally mounted intermittent light source.

**FREESTANDING SIGN:** A ground sign supported by one (1) or more upright poles, columns, or braces. Included are pole, post & panel, pylon, monolith, monument and masonry wall-type signs. A free standing sign structure is considered to be one sign even though it may be Double Faced, V-Type or Multifaced.

**GARAGE AND YARD SALE SIGNS:** A sign with a message advertising the resale of personal property that has been used by the resident.

**GASOLINE PRICE SIGN:** A sign that announces the price of any fuel to the public passing by on a sidewalk or street.

## SIGN DEFINITIONS – Draft Rev. 1A

**GATEWAY OR RESIDENTIAL GATEWAY SIGN:** A sign installed along a street or frontage and specifically intended to identify the name of a neighborhood, residential planned development, residential subdivision, residential districts, subdivision, apartment, condominium, apartment complex consisting of five or more units or office complex.

**GOVERNMENT SIGN:** Any temporary or permanent sign erected and maintained by the city, county, state or federal government for traffic direction or for designation of or direction to any school, hospital, historical site or public service, property or facility.

**GRANDFATHERED SIGN:** A grandfathered sign is a nonconforming sign which legally existed prior to the adoption of this ordinance and is allowed to remain for a defined period, due to some special circumstance, even though it may not meet the terms of this ordinance.

**GROUND SIGN:** A sign that is permanently attached to the ground directly or supported by a pole, column, foundation or braces placed in or on the ground and not attached to any building, fence or structure. Ground Signs include Freestanding and Monument Signs.

**HISTORIC SIGNIFICANCE OR HISTORIC PLAQUE:** An business sign, identification sign or marker announcing the location of any feature, place or building found to be historically significant and authorized or erected by the City Council, or a federal, or state authority.

**HOME OCCUPATION SIGN:** A sign that identifies a permitted business located in a residence.

**IDENTIFICATION SIGN:** A sign, the sole purpose of which is to identify the site or the building, use, significance of, or persons occupying the site on which the sign is located.

**ILLEGAL USE OR UNLAWFUL SIGN:** A sign that served a permitted use that was modified by the property owner without permit or is otherwise in violation of any section of this ordinance, and which has not received "nonconforming status" or that nonconforming use has expired. An Illegal Use Sign is by definition unlawful and subject to abatement. (See Section 1004.3 and Article 3.78.2 & 7.22.1)

**ILLUMINATED OR REFLECTING SIGN:** A sign illuminated by electricity, gas or other artificial light either from the interior or exterior of the sign and which may include reflective glass and/or phosphorescent surfaces.

**ILLUMINATION:** [This term refers to the type and location of the light source for the sign.](#)

**ILLUMINATION, ALL TYPES:** [Means any form of illumination including indirect, internal, exposed bulb \(where the sign is made up of a matrix of bulbs or light sources that individually light up to form images\) and neon or other tubes of light.](#)

**ILLUMINATION, HALO:** [Means a form of internal illumination where channel lettering is used and the light source is hidden behind and glows around the edges of letters or symbols giving the effect of a light halo.](#)

**ILLUMINATION, INDIRECT:** [means illumination which is cast on a sign from exterior, non - exposed light sources aimed at the sign face or otherwise diffused to result in illumination which complies with Section 1004.1.6 – Lighting of this ordinance.](#)

**INFLATABLE SIGN:** Any sign that is or can be filled with three (3) cubic feet or more of air, [liquid](#) or gas.

**INFORMATION SIGN:** A very legibly printed and very noticeable placard that informs people of the purpose of an object, history of a building or structure, or gives them instructions on the use of something.

**INTERIOR SIGN:** A sign which is located on the interior of a building or structure. Business signs within the first five (5) feet of the exterior surface of a building or structure's street facing window, excluding signs which are primarily designed for the information of persons within a building are defined as Window Signs. Interior signs that are greater than five (>5) feet from a street facing window are Unregulated or Exempt Signs. Such signs could also include, but are not limited to, scoreboard signs, signs on the inside of ball field fences, signs within a stadium, and signs located within the site of a special event such as a festival or carnival.

**MENU-BOARD:** A permanently mounted structure displaying the changeable bill of fare of a restaurant. [This definition could be mounted on the exterior of a restaurant or a drive-through sign associated with menu and pricing for food services and may include an audible speaker and microphone integral to the sign.](#)

## SIGN DEFINITIONS – Draft Rev. 1A

**MISLEADING OR MISDIRECTING SIGN:** A sign that directs pedestrians or motorists to proceed in the wrong direction, perform an illegal action, or to be endangered by following the intent of the sign.

**MONUMENT SIGN:** A permanent freestanding ground sign mounted on a base or support where the entire bottom is affixed to the ground.

**MULTIFACED SIGN:** A sign that has three (3) or more sign faces with each adjacent face oriented at less than 150 degrees from the other.

**NAMEPLATE, MEMORIAL OR COMMEMORATIVE PLAQUE OR TABLET:** means an identification sign, made of appropriate material. The sign can designate a statement or remembrance of an event, or a name, address, phone number and/or occupational designation of the present or past occupant.

**NEON SIGN:** A sign containing any outline tubing which is located inside or outside a building, and which is displayed in such a manner as to be seen from outside the building.

**NON-COMMERCIAL SPEECH:** Any sign that does not have a commercial intent or message.

Examples of Non-commercial speech signs are Public Message, Political, Opinion and Wall Murals & Graphic Design Signs.

**NONCONFORMING USE SIGN:** A sign that was lawfully constructed or installed prior to the adoption or amendment of this ordinance and was in compliance with all of the provisions of this ordinance then in effect, but which does not presently comply with this ordinance. (See Article 3.78.3, 7.23.4 & 12.01) Nonconforming Use usually has a defined amortization period after which its status changes under Nonconforming to Abandoned or Obsolete, Grandfathered, Historically Significant, or it transfers from Nonconforming to Illegal Use or Unlawful status and becomes subject to abatement.

**OPEN HOUSE SIGN:** An off-site portable sign directing prospective purchasers to the location of a property being offered for sale and open for visitation by the public at the time the sign is displayed.

**OPINION SIGN:** A temporary sign that expresses a personal or political opinion or position.

**PENDENT-STRING OR GROUND-WIGGLER:** Any wind-driven sign with continuous pennants, advertisements attached to a rope or pennants attached to a single pole (Ground Wigglers).

**PERMANENT SIGN:** Any sign for which a sign permit is issued with no time limit in accordance with the provisions of this ordinance. Any mention of signs in this ordinance shall be considered to mean permanent signs unless this ordinance specifies a time limit or references "temporary signs."

**PERMITTED USE WITH USE PERMIT SIGN:** Any sign that requires a use permit in order to be displayed. They are specifically permitted by list in the sign ordinance, and can also be special or conditional uses.

**POLE, PYLON, POST & PANEL OR COLUMN SIGN:** A freestanding ground sign, with one or more panels that are mounted on or between freestanding pole(s), column or other supports permanently anchored in the ground so that the bottom edge of the sign face is six feet (6') or more above grade.

**POLITICAL SIGN:** A temporary sign that directly relates to a candidate for public office or to a ballot issue, proposition, or a party in an election conducted by a governmental entity or a sign expressing political, religious, or other ideological sentiments that does not advertise a product or service.

**PORTABLE, TRAILER OR MOBILE SIGN:** Any sign located on or off a business premises which is intended to be moved or capable of being moved, whether or not on a motor vehicle, wheels or other special supports, including, but not limited to, "A-frame" type signs, placards and banners.

**PRINCIPAL PERMITTED USE SIGN:** Any sign or nameplate that does not normally require a use permit in order to be displayed, but could still require a design review if displayed in the Design Control Combining Zone. (See Article 3.78.4 & 10.01)

**PRODUCT SIGN:** [Any sign that uses logos, icons, shapes or symbols, uniquely suited to a particular product that is not the actual product, and informs the public that a particular product, or brand of products, is sold at that location.](#)

**PROFESSIONAL SIGN:** Any sign which identifies the location of a person(s) engaged in a professional service such as lawyers, doctors, and other professional(s), engaging in a given activity as a source of livelihood or as a career such as a professional writer, or a professional repair job.

**PROHIBITED USE SIGN:** Any sign, that is specifically listed, in this ordinance as "prohibited," and/or is defined by feature, attributes, or location in this ordinance as "prohibited" is a prohibited use sign. That sign is illegal by definition and subject to abatement.

## SIGN DEFINITIONS – Draft Rev. 1A

**PROJECTION, SWINGING, OVERHANGING OR VERTICAL:** A sign erected upon a building wall, canopy, or awning, and which projects more than twelve (12) inches outward or perpendicular from the plane of the business façade awning or doorway. Any sign under a marquee, porch, walkway covering or similar structure and generally perpendicular to the wall of the adjoining building shall be deemed to be a projecting, overhanging or vertical sign. A Swinging Sign is a projecting overhanging wind-driven sign, other than an animated sign as defined by this Section, where the sign copy area is attached to a sign structure in a way that can be set in motion with pressure, and where the sign structure is attached to a building at a height above normal eye level. This term does not include any freestanding signs.

**PUBLIC MENACE OR PERIL SIGN:** A sign which creates a safety hazard, pitfall, or danger by obstruction of the clear view or safe movement of vehicular or pedestrian traffic. This definition includes signs which may impair or cause confusion of vehicular or pedestrian traffic by their design, color, placement or display characteristics. This definition also includes signs that present a physical hazard due to design or disrepair.

**PUBLIC MESSAGE SIGN:** A sign which contain only non-commercial messages, posted in public view, with words or drawings on it that give people information, instructions, warn them not to do something, etc. for some public purpose such as designation of restrooms, telephone locations or parking signs.

**PUBLIC INTEREST OR PROTECTIVE SIGN:** A sign designed and intended to convey information pertinent to the safety, regulations, restrictions, or legal responsibilities of the general public such as "WARNING" and "NO TRESPASSING." This sign can also be associated with safeguarding the permitted uses of the occupancy and provide needed guidance to the general public. Examples include "BAD DOG", and "NO SOLICITORS."

**PUBLIC NOTICE OR BULLETIN BOARD:** Any permanent sign with posted messages that relay public information.

**PUBLIC PURPOSE, TRAFFIC, UTILITY OR PUBLIC INFORMATION SIGN:** Any sign erected and maintained by public officials or public agencies, or approved for use by state or local government authorities or required or authorized by any law, statute or ordinance and which meets the regulations in said law, statute or ordinance. This includes traffic sign, legal notices or other messages posted by a governmental officer in the scope of his or her duties, and signs indicating the location of buried utilities.

**PUBLIC STREET SIGN:** A type of traffic sign used to identify named public roads, generally those that do not qualify as expressways or highways.

**READER-BOARD, MULTIPLE OR ELECTRONIC VARIABLE MESSAGE, OR COPY-CHANGE SIGN:** A sign constructed to display a visual message that may be periodically changed by the manipulation of letters, panels or numbers on its face(s), either manually or electronically. For purposes of this Ordinance, an Electronic Variable Message Sign is an illuminated sign, while Reader-board, multiple Message, or Copy Change Signs may or may not be illuminated.

**REAL ESTATE SIGN:** A temporary sign announcing the offer to build on, sell, lease or rent the real property, or any portion thereof, upon which the sign is located and the identification of the person handling such sale, lease or rental.

**REVOLVING OR ROTATING SIGN:** A sign that revolves three hundred sixty (360) degrees about an axis. (Also see animated signs.)

**ROOF SIGN:** A sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof.

**SANDWICH-BOARD OR SIDEWALK SIGN:** A temporary portable freestanding A-Frame sign designed to be placed outside a business or on the sidewalk.

**SEASONAL SIGNS AND DECORATIONS:** Noncommercial Temporary Signs such as "Merry Christmas, Seasons Greeting, Happy 4<sup>th</sup>" and other signs or decorations that portray the appropriate season.

**SIGN:** Any medium for visual communication, including its supporting structure, which is used or intended to be used to attract attention to a location. It includes any writing, pictorial representation, object, structure, lettering, symbol, display, banner, streamer, or other thing of visual appearance

## SIGN DEFINITIONS – Draft Rev. 1A

primarily used for, or having the effect of, identifying, announcing, directing or attracting attention or to advertise, or which is used to decorate or illuminate for commercial purposes, or attract attention to any privately owned property or premises from the street, sidewalk or other outside public arena for advertising or identification purposes with the intent to inform the public of sales, rentals, leases or other activities, or is provided by a public agency for a public purpose required or specifically authorized by law, statute or ordinance, or for the protection of the public health, safety or welfare.. A sign shall not mean displays of merchandise or products for sale on the premises, or ornamentation, designs, non-commercial flags, flags bearing an official design, pictures, paintings or other such art forms unless the attraction, because of location, size, use or nature thereof, has the substantial effect of attracting attention for advertising or identification purposes or stating personal or political viewpoints when viewed from an outside area.

**SIGN ALTERATION:** Any change of copy, color, size, shape, illumination, position, location, construction or supporting structure of an existing sign.

**SIGN AREA:** The two dimensional area of the smallest square, rectangle or parallelogram drawn to include all characters, lettering, illustrations, designs, ornamentations, frame, and structural components which are part of the sign, but excluding any supports, uprights, posts or structures by which any sign is supported unless such supports, uprights, posts or structures are designed in such a manner as to form an integral background of the sign. In computing the area of a double face sign, only one (1) face of the sign shall be included; provided, that the two (2) faces shall be approximately the same size and approximately parallel to each other and not more than two feet (2') apart at any point. The area of all other multifaced signs shall be computed as the sum of the areas of each face. The area of a sphere shall be computed as the area of a circle encompassing the sphere.

**SIGN BORDER:** Any molding, edge or line constituting the perimeter of a sign.

**SIGN HEIGHT:** The vertical distance measured from the lowest ground level directly beneath the sign to the highest point at the top of the sign. The ground level shall be either the natural grade or finished grade, whichever is lowest.

**SITUATIONAL SIGN:** A sign that advertises a temporary or changing business condition or a situation or a price that will last for a period of time.

**SNIBE SIGN:** A temporary sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes or fences or to other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which the sign is located.

**SPECIAL, SEASONAL OR PUBLIC EVENT SIGN:** A temporary sign or banner pertaining to community wide events of civic, community, government, philanthropic, educational or other organizations, which are not conducted in connection with the operation of a commercial enterprise.

**SPECIAL PURPOSE SIGN:** A temporary sign to announce sales, new products, openings or close outs and other special events.

**SPECIAL USE PERMIT SIGN:** A sign permitted to be used in connection with a conditional use for sites which have been granted a use permit.

**SUBDIVISION SIGN:** A temporary sign advertising a subdivision and providing travel directions to properties therein offered for sale or lease for the first time. The term "subdivision sign" also includes a model home sign on the site of a property within the subdivision.

**SUSPENDED OR SHINGLE SIGN:** A sign that is suspended entirely from the underside of a horizontal plane surface such as a covered porch, covered walkway, or an awning and supported by such surface.

~~**SWINGING SIGN:** A sign, other than an animated sign as defined by this Section, where the sign copy area is attached to a sign structure in a way that can be set in motion with pressure, and where the sign structure is attached to a building at a height above normal eye level. This term does not include any freestanding signs.~~

**TEMPORARY SIGN:** Any sign constructed of paper, metal, plastic or other material that does not require a permit and that can be removed quickly and simply without tools.

**TENANT DIRECTORY OR MULTI-UNIT SIGN:** A ground or building sign identifying or listing the business names of business' located in a mall, building with business offices, multi-tenant office, mixed use building or clusters of store fronts, which may include directional indicators or location designations.

## SIGN DEFINITIONS – Draft Rev. 1A

**TIME AND/OR TEMPERATURE SIGN:** Any sign or portion of a sign which displays only the current time, temperature, and/or news of current events that carries no other copy. A time and temperature sign is a Public Information Sign shall not be considered a Flashing, Electronic Variable Message or Animated sign.

**UNREGULATED OR EXEMPT SIGN:** A sign that is defined by this ordinance that would not normally require the issuance of a use permit or fees, provided that the sign does not violate any other part of this ordinance and adhere to general construction and safety standards and other conditions specifically imposed by all other regulations. Signs otherwise exempt, may nonetheless require review by the Design Review Committee if located in –D Combining Zone.

**USE PERMIT:** A use permit offers a process for considering and approving signs and other zoning restriction, subject to special conditions particular to the character of the use in a particular zone. (See Article 10)

**WALL OR FASCIA SIGN:** A sign fastened to or painted on the wall of a building or a structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign and which does not project more than twelve inches (12") from such a building or structure wall.

**WALL MURALS AND GRAPHIC DESIGNS:** A wall graphic that is purely decorative in nature and content, applied directly to a wall, and does not include advertising by picture or verbal message.

**WARNING SIGN:** A [Warning Sign is a public message](#) sign that announces a danger or caution.

**WIND-DRIVEN SIGN:** Any flag, banner, balloon, pennant, streamer or similar device that moves freely in the wind. All wind-driven devices are considered to be signs and are regulated and classified as attached or detached by the same regulations as other signs.

**WINDOW OR DOOR SIGN:** A sign that is applied or attached to the exterior or interior of a window or door, or located in such a manner within a building that it can be seen from the exterior of the structure through a window or door.

DRAFT

### SIGN DEFINITIONS – Draft Rev. 1A

**1002.2 Sign Categories and Matrix.** There are a significant number of sign definitions that require regulation. The signs types have been separated into one or more categories in a matrix in Table 1002.2.2 and the sign categories have been abbreviated in Table 1002.2.1 to facilitate their use in the tables.

**Table 1002.2.1 – SIGN CATEGORY CODE TABLE**

General Categories	Code	Other Categories	Code
Miscellaneous Business	MBus	Temporary	Temp
Prohibited or Illegal	P/IL	Public Message	PMsg
Nonconforming	NC	Situational	Sit
Unregulated or Exempt	U/Ex	Identification	Id
Illuminated & Reflecting	I/R	Suspended or Shingle	Susp
Movement & Wind-driven	M/WD		

**TABLE 1002.2.2 - SIGN CATEGORIES MATRIX**

SIGN TYPES	SIGN CATEGORIES – 100X.X.X.X									
	GENERAL SIGNS – 1004.X						OTHER SIGNS – 1005.X			
	MBUS	P/IL	NC	U/EX	I/R	M/WD	TEMP	PMSG	SIT	ID
<b>SUBSECTION 100X.X.</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>5.1</b>	<b>5.2</b>	<b>5.3</b>	<b>5.4</b>
Abandoned or Obsolete			.1.1							
Accessory				.1						
Affiliation				.1						.1
Animated or Moving Message		.2.1			.1	.1				
Awning, Canopy or Marquee					.2					
Banner, Flag or Pennant						.2				
Billboard or Poster-board		.2.2								
Building Address or House Number				.2						
Building Marker										.2
Building Sign										.3
Business (On & Off Site)	4.2									
Church										.4
Commercial Message	4.1.11									
Construction & Development Project							.1		.1	
Contractor							.1		.1	
Derelict		.2.3								
Directional	.1			.3						
Double Faced & V-Type	.4									
Event Specific	.1.3						.2		.2	
Exterior	.2									
Fence	4.1.9								.3	
Flags bearing an official design				.4		.3				
Flashing		.2.4			.3					

**SIGN DEFINITIONS – Draft Rev. 1A**

TABLE 1002.2.2 - SIGN CATEGORIES MATRIX										
SIGN TYPES	SIGN CATEGORIES – 100X.X.X.X									
	GENERAL SIGNS – 1004.X						OTHER SIGNS – 1005.X			
	MBUS	P/IL	NC	U/EX	I/R	M/WD	TEMP	PMSG	SIT	ID
SUBSECTION 100X.X.	4.2	4.3	4.4	4.5	4.6	4.7	5.1	5.2	5.3	5.4
Garage and Yard Sale	.1.3			.5			.3			
Gasoline Price				.6					.4	
Gateway or Residential Gateway									.5	
Government				.6						
Grandfathered			.1.2							
Ground, Freestanding and Monument	.3									
Historic Significance or Historic Plaque				.7						.5
Home Occupation				.10						.6
Inflatable		.2.5				.4				
Information				.8						
Interior	.2			.9						
Menu-board									.6	
Misleading or Misdirecting		.2.6								
Multifaced	.4									
Nameplate, Memorial or Commemorative Plaque, or Tablet				.10						.7
Neon		X			.4					
Open House				.14			.4			
Opinion							.5			
Parking Information				.11						
Pendent String or Ground-wiggler		X				.5				
Pole, Pylon, Post & Panel or Column	.5									
Political				.12			.6			
Portable, Trailer or Mobile	.1.3						.7			
Professional										.8
Product Sign					.5					
Projecting, Swinging Overhanging or Vertical						.6				
Public Interest or Protective				.13				.1		
Public Menace or Peril		.2.7								
Public Notice or Bulletin Board				.13				.2	.7	
Public Purpose, Traffic, Utility or Public Information				.13				.3		
Public Street				.13				.4		
Reader-board, Multiple or Electronic Variable Message, or Copy-change					.6	.7			.8	
Real Estate				.14			.8			

DRAFT

**SIGN DEFINITIONS – Draft Rev. 1A**

TABLE 1002.2.2 - SIGN CATEGORIES MATRIX										
SIGN TYPES	SIGN CATEGORIES – 100X.X.X.X									
	GENERAL SIGNS – 1004.X						OTHER SIGNS – 1005.X			
	MBUS	P/IL	NC	U/EX	I/R	M/WD	TEMP	PMSG	SIT	ID
SUBSECTION 100X.X.	4.2	4.3	4.4	4.5	4.6	4.7	5.1	5.2	5.3	5.4
Revolving or Rotating		.2.8			.7	.8				
Roof		.2.9								
Sandwich-board or Sidewalk	.1.3						.9			
Seasonal Signs & Decorations				.15						
Snipe		X					.10			
Special, Seasonal or Public Event	.1.3			.12			.11			
Special Purpose				.12			.12			
Subdivision	.1.3						.13			
Tenant Directory or Multi-unit										.9
Time & Temperature					.8					
Traffic Signs or Signals				.16						
Wall or Fascia	.6									
Wall Murals & Graphic Designs	.7									
Warning								.5	.9	
Window and Door	.8			.17						

DRAFT

## SIGN DEFINITIONS – Draft Rev. 1A

**1002.3 Zone Names and Definitions.** Zones are established and designated in Article 4 of the Zoning Ordinance as principal and combining zones. A zoning map is also established in Article 4 to determine the zone boundaries. Table 1002.2 outlines the zone names and regulations established in Zoning Ordinance Articles 5 & 6 and is provided here to clarify sign regulations established in Section 1003 thru 1005.

<b>TABLE 1002.3 ZONE NAMES AND DEFINITIONS</b>			
<b>Article V</b>	<b>Zone</b>	<b>Principal Zone Names</b>	<b>Definitions</b>
§ 5.02	R-S	Residential-Suburban	Large lot development of single-family homes.
§ 5.03	R-1	Residential One-Family	Single-family home development.
§ 5.04	R-2	Residential Two-Family	Two families on each building site.
§ 5.05	R-3	Residential Multiple Family	Low-density Apartment developments.
§ 5.06	R-4	Apartment-Professional	Professional & business offices and institutional uses.
§ 5.07	C-1	Neighborhood Commercial	Convenient sales and service facilities to residential areas.
§ 5.08	C-2	Community Commercial	More complete commercial facilities for community convenience.
§ 5.09	C-AG	Agricultural Services Commercial	Service and selling of goods directly related to farming, dairying, & ranching.
§ 5.10	C-H	Highway Service Commercial	Services for traveling public along main roads and highway frontages.
§ 5.11	M-L	Limited Industrial	Used predominant for light manufacturing heavy commercial and large administrative facilities.
§ 5.12	M-H	Heavy Industrial	Used to control congestion and protect surrounding zones.
§ 5.13	F-W	Floodway	Controls lands which lie within stream or tidal channels and to adjacent areas.
§ 5.14	F-P	Flood Plain	Areas which have been inundated by overflow flood waters in the past.
§ 5.15	P-D	Planned Development	Suitable parcels of undeveloped land.
§ 5.16	A-E	Agriculture-Exclusive	Agriculture areas protected from encroachment.
§ 5.17	P-F	Public Facility	Lands owned by public agencies or the location of public facilities.
<b>Article VI</b>	<b>Zone</b>	<b>Combining Zone Names</b>	<b>Definitions</b>
§ 6.02	-A	Agricultural Combining	Combined with principal R Zones for large lots for agriculture and livestock.
§ 6.03	-B	Special Building Site Combining	Area where lot area and yard requirements should be modified.
§ 6.04	-X	Recreation Combining	Addition of recreational uses.
§ 6.05	-D	Design Control Combining	Structures form a substantial contribution to the use of the zone.
§ 6.06	-Q	Qualified Combining	Combined with any principal commercial zone in which predominantly residential.

Combining Example: R2-B-2 = Residential 2 Family with 10,000 sq. ft. building site.

**1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3****SECTION 1004  
GENERAL SIGN REGULATIONS,  
REQUIREMENTS & RESTRICTIONS**

The intent of this section is to delineate the general and specific requirements for signage while emphasizing that the requirements of Section 1004.1 take precedence over the remainder of this Sign Ordinance. Additionally, signs are generally used to convey messages that alert people to a place, idea, business, event or opinion. For the sake of simplicity those messages are divided into the categories of commercial and noncommercial. One of the primary intents of this ordinance is to ensure that every effort has been made to ensure that all speech is protected as provided for in our U. S. Constitution. However, the display rights of noncommercial speech must and will take precedence over commercial speech in all cases and may be displayed in any legal sign surface at any time. In addition, private noncommercial speech can and will be regulated, to some extent, on city land and traditional public forums.

**1004.1 Sign Standards, Maintenance and Design Criteria:** The most important consideration in this section is that the sign and its design, placement, and color are respectful to the major stylistic components of the individual building, the overall character of the district, and that proper sign maintenance has been considered in every phase of the design cycle.

The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit can be approved.

**1004.1.1 Design and Construction** – The best results are usually achieved when a proposed permanent sign is designed by a professional (e.g., architect, building designer, landscape architect, interior designer, or one whose principal business is the design, manufacture, or sale of signs), or others who are capable of producing professional results. However, all designs will be reviewed on an equal footing.

After a certain point, the size and/or weight of a sign or its mounting location can present a potential hazard if improperly designed or installed. Such signs should be mechanically designed and constructed by a person whose principal business is building construction or a related trade including sign manufacturing and installation, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability, to reduce maintenance costs and to prevent dilapidation. Public safety is a significant issue and the liability for injuries involving signs is usually assigned to the building owner. In any case, hanging and free-standing signs (including mounting structures) that could potentially create a public hazard will require plans signed by an engineer during the permitting process and the installation will be inspected by the city building inspector prior to final approval by the Planning Commission.

**1004.1.2 Materials and Structure** – Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.

The size of the structural members (e.g. columns, crossbeams, and braces) should be proportional to the sign panel they are supporting. In general, fewer larger

### 1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3

supporting members are preferable to many smaller supports. Corrosion resistant material and hardware should always be specified and used.

**1004.1.3 Maintenance** – Signs must be maintained in order to achieve business goals and ensure public safety. Poorly maintained signs reflect poorly on any business and on the town in general. The following guidance on sign maintenance is hereby provided.

1. Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times. Ease of maintenance should be considered as well as public safety in the final design and installation of the sign.

2. Any repair to a sign shall be of equal or better quality of materials and design as the original sign. All historic signage, structures and workmanship shall at least conform to the recommendations of the National Park Service, Preservation Brief # 25 – The Preservation of Historic Signs.

<http://www.nps.gov/history/hps/tps/briefs/brief25.htm>

3. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance if, after ninety (90) days written notice to the permit holder and building owner, the permit holder has failed or refused to maintain the sign. Upon such declaration, the sign may be abated in compliance with the Municipal Code.

4. When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed, and unpainted areas shall be painted to match the adjacent portion of the structure or the sign support structure.

**1004.1.4 Color** – Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the other structures on the site. Contrasting colors may be used if the overall effect of the sign is still compatible with the structure colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).

**1004.1.5 Copy Design and Typeface Guidelines** – The City does not regulate the message content (copy) of signs; however, the basic principles of copy design and layout can enhance the readability and attractiveness of signs. These principles are provided in a separate sign brochure provided by the Ferndale Design Review Committee.

**1004.1.6 Lighting** – The plastic feel of internally illuminated signs is inappropriate in a historic district or Design Control Combining Zone (-D). Light pollution should be viewed as an annoyance in residential areas and a hindrance to the safe flow of street and pedestrian traffic. The lighting of signs should not normally take place during daylight hours and should be undertaken when absolutely required to assist potential customers in identifying that a business remains open or that a particular service is currently available. Businesses with lighted windows and visible internal lighting to indicate that they are open should not require a sign to repeat that message unless there is some extenuating circumstance. Illuminated “Closed” signs are prohibited from display. Specific

### 1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3

[lighting restrictions are located in Section 1004.6 – Illumination & Reflective Signs.](#)

**1004.1.7 Sign Height Measurement** – Sign Height shall not exceed thirty-five (35) feet or as specified elsewhere in this ordinance. Hanging and Freestanding signs must have an eight (8) foot clearance, including sign structure, above any pedestrian way or as specified elsewhere in this ordinance. The height of a sign shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade, to the top of the highest attached component of the sign (see Figure 1004.1.7 and supporting text below).

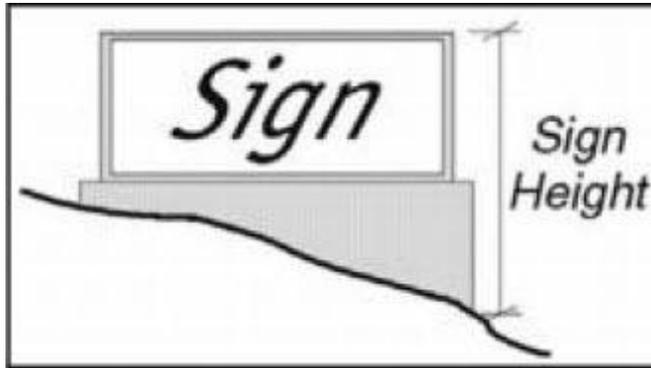


Figure 1004.1.7

1. Normal grade shall be construed to be the lower of either the existing grade before construction or the newly established grade after construction (exclusive of any berming, filling, mounding, or excavating) solely for the purpose of locating the sign.
2. If normal grade cannot reasonably be determined, sign height shall be computed on the assumptions that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the street curb, or where there is no curb, the crown of a public street, whichever is lower.

**1004.1.8 Number of Signs** – As with other design elements, the number of signs on a building should respect the architectural integrity of the structure. Special care must be taken when a building has multiple occupants or multiple uses. Too many signs are often as ineffective as no signage at all. A minimum number of carefully designed, well-placed signs should be the goal for each property.

The number of signs allowed per commercial building is a total of three (3). These include wall signs, projecting signs, and overhanging signs. Exceptions may be made in the case of multiple tenant upper floor office spaces and multiple businesses or mall type environments. The number of signs can also be specified in the zoning restrictions or regulations for the individual sign type.

**1004.1.9 Placement** – The placement of the sign on the building facade is a very important consideration of sign design. Acceptable placements include: painted signs on the glass of a building's storefront except transoms, signs applied to the entrance door, signs on the storefront cornice, and piers. The guiding principle should be to integrate the sign into the architecture of the building without

### 1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3

covering important architectural details. The sign should compliment the building and appear to have been a thoughtfully considered design element.

The traditional purpose of catching the attention of the pedestrian is still the most legitimate and most important purpose fulfilled by the sign. The sign function of announcing the business should be balanced with need for a sensitive and integrated overall composition.

A minimum ground clearance of eight feet shall be required for any sign, or architectural sign feature, projecting over a pedestrian walkway. No Signs – public, temporary, directional, or otherwise shall be affixed in any way to plants, landscape or trees. No portion of a freestanding sign shall be located less than five (5) feet from any boundary property line or in a special setback area. [All fencing will be free of signs of all types other than Public Message, or Warning Signs as specified in Section 1005.3.3.](#)

**1004.1.10 Area** – The surface area of a sign shall be computed as including the entire area within a regular, geometric form, or combinations of regular, geometric forms comprising all of the display area of the sign and including all of the elements of the matter displayed. Frames and structural members not being advertising matter shall not be included in computation of surface area. Sign area shall not include embellishments such as pole covers, decorative roofing, foundation or supports, provided there are no words, symbols or logos on such embellishments

**1004.1.10.1. Calculation methodology of surface area** shall be accomplished by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. (See Figure 1004.1.10.1)

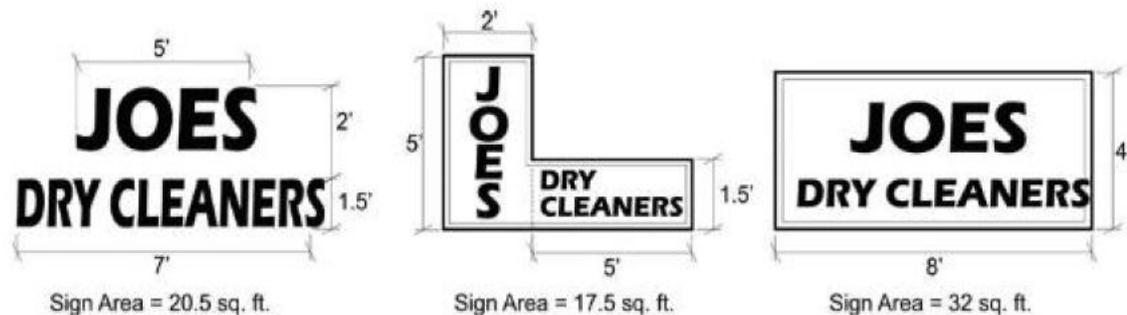


Figure 1004.1.10.1 – Sign Area Measurement

**1004.1.10.2. Free-standing or attached sign area** shall be considered to include all lettering, wording, and accompanying design and symbols, together with the background, whether open or enclosed, (with or without trim), on which they are displayed, but not including any supporting framework and bracing which are incidental to the display itself. The sign area of a free-standing sign shall be computed the same as a double-faced sign in Section 1004.1.10.6.

## 1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3



*Measuring sign area on a monument sign*

**1004.1.10.3.** For signs painted upon or applied to a building, the area shall be considered to include all lettering, wording, and accompanying designs or symbols together with any background of a different color than the natural color of the building

**1004.1.10.4.** The area of signs consisting of individual letters or symbols attached to or painted upon a surface, building, canopy, wall or window shall be considered to be the total of the smallest rectangles or other geometric shapes which encompasses each of the letters or symbols.



*Measuring sign area for an attached sign*

**1004.1.10.5.** The area of a projecting sign shall be calculated as the area of a rectangle which encompasses the extreme limits of each individual sign face, including all background visible from any direction at one time. The area of a projecting sign shall be calculated the same as a multifaced, double-faced or V-Type sign.

**1004.1.10.6.** The area of double-faced and V-Type signs shall include only the largest side of a two-sided sign, regardless of the presence of sign copy on both sides.

### 1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3

**1004.1.10.7. The area of multifaced signs** with more than two faces shall be computed by adding together the largest area of all sign faces visible from any one point.

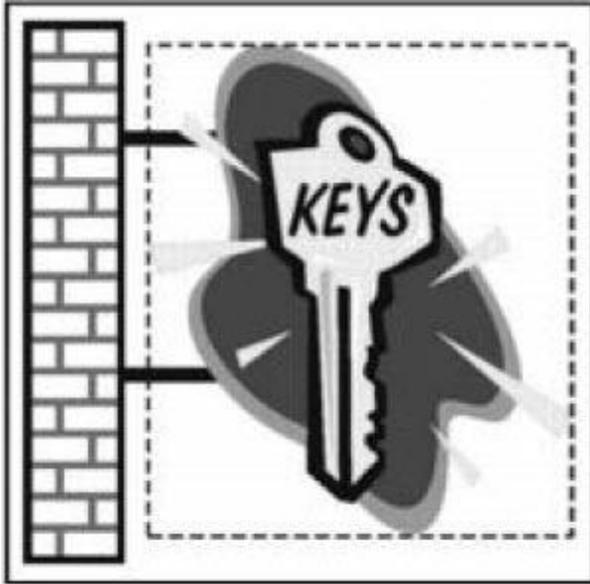


Figure 1004.1.10.8 –  
3-D Sign Measurement

**1004.1.10.8. The area of signs consisting of one or more three-dimensional objects**, such as spheres, cubes, and clusters of objects, sculptures, statue-like trademarks, or other geometric shapes area shall be measured as their maximum projection upon a vertical plane. (See Figure 1004.1.10.8 below)

**1004.1.10.9. Sign Area** shall not exceed thirty (32) square feet for a single sign or ninety (90) square feet in the aggregate for the number of signs as specified in Section 1004.1.8 Number of Signs – above. Building owners shall calculate their maximum allowed single sign area as follows;

1. Business signs attached to or mounted on buildings shall not exceed 0.25 square feet for each foot of frontage on a public way, plus 0.125 square feet for each foot of building façade height. In the case of a building with frontage on more than one public way, each frontage is considered separately.
2. A business with a location within the interior of a structure served by an interior mall or other means of ingress and egress shall be limited to one (1) sign at each building entry identifying the building name and a directory not to exceed one (1) square foot for each business listed within the building. Individual businesses within the building shall be limited to one (1) suspended sign not to exceed three (3) square feet or one (1) flat business sign not to exceed six (6) square feet.
3. Signs found to be of historic significance by the City Council on the recommendation of the Planning Commission may be exempt from the above requirements.

**1004.1.10.10. Sign Outermost Edge** must be located at a safe setback from vehicular traffic or as specified elsewhere in this ordinance.

**1004.1.11 Commercial Message or Speech Signs** – Although this is listed as a sign type, it is also a message type. As such, subject to the land owner's consent, a noncommercial message of any type may be substituted, in whole or in part, for any commercial message or any other noncommercial message provided that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any more specific provision to the contrary within this Ordinance. The physical and time restrictions of commercial messages are regulated under other types of signs.

**1004.1 Sign Standards, Maintenance and Design Criteria – Draft Rev. 3**

**1004.1.12 Exceptions** – In order to prevent undue hardship or inequitable application of this ~~chapter~~ [ordinance](#), the Planning Commission may grant an exception from any maximum standard of this ~~chapter~~ [ordinance](#) for a particular application. The intent of such exception is not to grant special privilege to any property owner, but rather to assure fair and equitable treatment of properties that have unusual location, configuration and graphic communication problems.

Where practical difficulties, unique site or building design, or other physical restrictions on the land or buildings not generally shared by other properties result from the strict application of the requirements of this Section, exceptions from such requirements may be granted by the Planning Commission pursuant to Section 1006.3 Special Permits; provided, however, that such exceptions from the provision is prohibited elsewhere in this Ordinance.

DRAFT

## 1004.2 Miscellaneous Business Signs – Draft Rev. 1A

### 1004 General Sign Regulations, Requirements & Restrictions – (Continued)

**1004.2 Miscellaneous Business Signs.** Business signs are generally associated with the downtown business district, but can have a wide application in various zones throughout the city. Generic Business Signs fall into the basic categories of On-Site and Off-Site and are regulated under various sign types and zoning restrictions. This section will provide guidance for determining the size, scope, uses and number of signs allowed. Be aware that the general sign rules outlined in Section 1004.1 will apply where no specific rule is shown in this section and specific rules in this section will override general sign rules. Also be aware that specific sign types listed in this section may also be listed and regulated in other sections of this ordinance ([See Table 1002.2.2 – Sign Categories Matrix](#)), and the most restrictive requirement shall apply.

**1004.2.1 Directional (On & Off-Site)** – Directional signs may contain a business name or logo comprising no more than twenty (20) percent of the total sign area, but no advertising copy. Directional signs may not exceed six (6) square feet in area and forty-six (46) inches in height. Such signs may be freestanding. If more than two (2) such signs are proposed they must be approved by the Planning Commission. No directional sign may be located so as to block or impede a sidewalk or visibility of pedestrians, general traffic, street-side parking, or traffic in the sight visibility triangle as outlined in Zoning Ordinance 02-02, Article 7.08.1 so as not to present a public hazard.

**1004.2.1.1. – On-site directional signs** cannot be used for off-site commercial advertising or advertising for hire. No more than two (2) signs per public road entrance and the signs shall be legible from the adjacent public road. Businesses that are required to share an access are allowed to have one (1) directional sign along the access road. For individual uses, one (1) directional sign is permitted for each one-way driveway.

**1004.2.1.2. – Off-site directional signs** are limited to the following uses: churches, schools, hospitals, parks, libraries, scenic areas, historic areas or other areas of visitor interest. No more than one (1) sign is allowed at any street intersection.

**1004.2.1.3. – Off-site temporary directional signs** (e.g., Event Specific, Garage/Yard Sale, Portable/Trailer/Mobile, Special/Seasonal/Public Event, Sandwich-board/Sidewalk, [and Subdivision](#) signs) are all regulated under Temporary Signs, but this specific sub-type is covered in this section since it is utilized for the specific purpose of providing directions to a specific site or event over a specific period of time. A sign of this type would normally have a directional arrow, event name, or other directions to indicate the direction to the location. Some of these sign types are Unregulated (i.e., Garage/Yard Sale or Special/Seasonal/Public Interest Event) and are only brought to the attention of the city through a complaint. Off-site Temporary Directional Signs shall be allowed in all zones subject to the restrictions and requirements in Section 1004.2.1 above and the following additional restrictions;

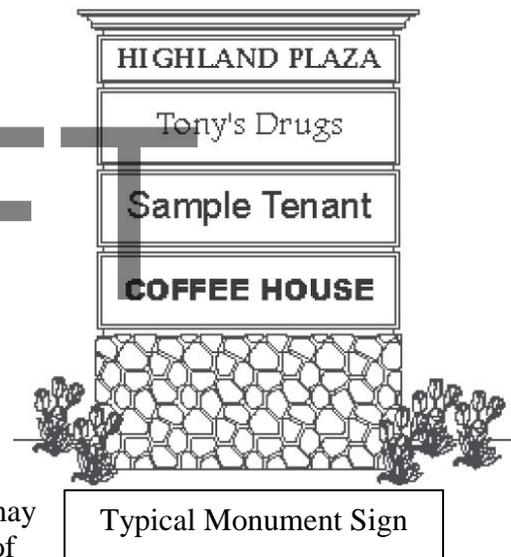
## 1004.2 Miscellaneous Business Signs – Draft Rev. 1A

1. Signs must be for directing traffic to a temporary, special community event, [that falls under the definition of event-specific signs, or to a subdivision](#);
2. A maximum of four (4) signs are allowed per event;
3. Only one sign may be placed at a street intersection in a manner that will not restrict or interfere with pedestrian or automobile traffic;
4. No sign may be erected in the right of way without obtaining a special use permit;
5. Such signs shall not be erected more than ten (10) calendar days prior to the date of the advertised event and shall be removed within forty-eight (48) hours of the end of the advertised event;
6. No sign shall be located more than one (1) mile from the location of the advertised event.

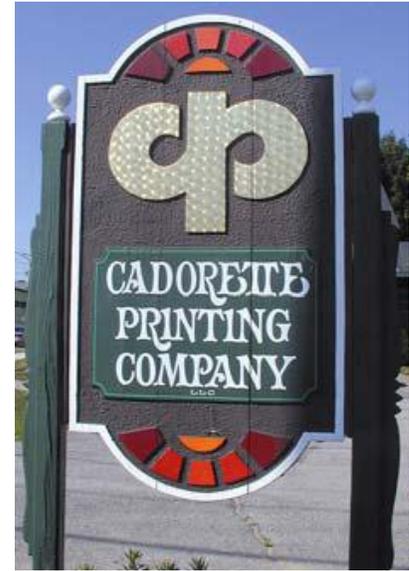
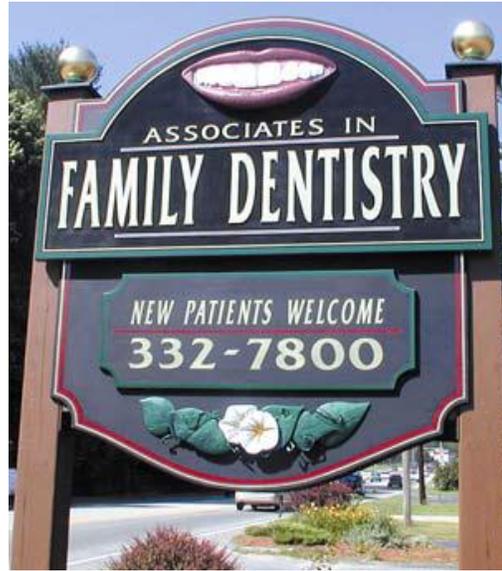
**1004.2.2. Exterior and Interior** – The total area of all sign types on the exterior surface (including windows) of a building shall not exceed twenty-five percent (25%) of the front surface of the first floor of the building, so long as the figure does not exceed the total aggregate amount of sign area permitted within the zoning district where the sign or signs are to be located or as specified elsewhere in this ordinance. Signs within five (5) feet of a window surface are considered to be exterior signs and will be included in the total area calculation. Signs greater than five (5) feet from a window surface are not regulated and are addressed in Section 1004.5.7.

### 1004.2.3 Ground, Freestanding, and Monument Signs

– These signs shall extend no more than eight (8) feet above the ground, and their bottom edge is either directly attached to the ground or no more than three (3) feet above the ground level and may be mounted on a solid base that extends a minimum of one (1) foot above ground and at least seventy-five (75) percent of the length and width of the sign. . Sign area shall not exceed twenty-four (24) square feet, including the trim, with a base structure area not exceeding three-quarters (3/4) of the sign area. Freestanding signs should be supported by two wood, metal, or granite posts that generally, are square in cross section. Alternatively, like the Governor’s Inn sign, below, the sign may be hung from a bar cantilevered off one post. Use of round steel poles is not appropriate. Large pylon type signs are not appropriate.



## 1004.2 Miscellaneous Business Signs – Draft Rev. 1A



**1004.2.4 Multifaced, Double Faced & V-Type** – Multifaced signs can be free standing or overhanging as in a marquee, awning or canopy with attached or projecting signs. A maximum of one (1) Multifaced sign is allowed for each building frontage on a public way, and must conform to the requirements of Sections 1004.1.10 (Area). Such signs shall be located at a safe setback from vehicular traffic. These signs must be permanently and safely attached to the frontage of the building or to the ground if freestanding, and have a ground clearance of at least eight (8) feet over a sidewalk when not attached to the ground. The allowed area of a multifaced sign is specified by the application.

**1004.2.5 Pole, Pylon, Post & Panel, or Column** – These are normally considered to be freestanding signs and are regulated under Section 1004.2.4. These signs may not be classified as an outdoor advertising (billboard) sign. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered a pole or banner sign.

**1004.2.6 Wall or Fascia** – This type of sign is normally painted or mounted on a exterior frontage wall (i.e., Mural, Projecting Sign, Exterior Sign, etc.) of a building and is intended to be the primary identification sign for most uses. A maximum of two (2) wall signs per building are allowed and the allowed aggregate area of a wall signs is not to exceed a combined eighty (80) square feet and individually as limited by Section 1004.1.10.9. There are several options for placement of these signs including the lintel space between floors, the space above the transom in the storefront, or over a display window when properly balanced with the façade. A wall sign cannot protrude more than six (6) inches from the façade. If the building façade or storefront has a lintel strip or signboard, the wall sign should be centered directly on it. The provisions herein do not apply to wall signs fifty (50) years old or older that are historical landmarks of the city's past and are attached to a building that is maintained and preserved as an architectural landmark.

## 1004.2 Miscellaneous Business Signs – Draft Rev. 1A

**1004.2.7 Wall Murals and Graphic Designs** – Murals, large graphic designs and statuary shall be allowed in any commercial or industrial zoning district, including the Design Control Combining Zone, subject to review and approval by the Planning Commission for the sole purpose of insuring that construction of such displays will not pose a hazard to public health, safety or welfare. A mural without text, visible from a public right-of-way, may be approved in addition to (not counted as part of) the sign area allowed by Section 1004.1.10; a mural with text shall comply with the sign area limitations applicable to the site. The approval of a mural shall require that the review authority first find that the size, colors, and placement of the mural are visually compatible with the structure architecture, and that the mural will serve to enhance the aesthetics of the City. All applications for an exterior mural or graphic design must include a defined maintenance schedule for a specified period not to exceed five (5) years. These applications must be resubmitted for renewal at the end of the defined maintenance period or the mural or design must be removed at the owner's expense in compliance with Section 1004.1.3.

**1004.2.8 Window and Door** – The total area of window and door signs is aggregated under exterior and interior signs, but no single sign may exceed twenty-four (24) square feet. Window Signs are further subjected to the following limitations:

- 1. The aggregate area of all such signs** shall not exceed twenty five (25) percent of the window area on which such signs are displayed. Window panels separated by muntins or mullions shall be considered as one continuous window area. Miscellaneous signs (addresses, closed/open signs, hours of operation, Accessory/Affiliation Signs, real estate signs, now hiring signs, and storefront displays of merchandise sold) will not be counted in the aggregate signage limit and are exempt from permit requirements, but may be subject to size restrictions in other sections of this ordinance.
- 2. The sign area permitted for Window Signs** shall not be assessed against other sign types.
- 3. The number of Second Floor Window Signs** may not exceed 50% of the upstairs windows per exposed side of the building. (i.e., A building with six (6) windows on a side may have three (3) of those windows with a sign for three (3) separate occupants.) The signs will only contain letters no more than six (6) inches high, no logos or art work, as the signs are to serve as identification only. The sign color, size, and style will be consistent for each building and must be located similarly in each window (i.e., all in the upper sash). No sign shall occupy more than 10% of an individual window area. (i.e., A 3' x 4' window may have a sign occupying up to 1.2 square feet.)

## 1004.3 Prohibited or Illegal Use Signs – Draft Rev. 1

### 1004 General Sign Regulations, Requirements & Restrictions – (Continued)

**1004.3 Prohibited or Illegal Use Sign Characteristics, Locations, Types, and Messages.** Be aware that the general sign rules outlined in Section 1004.1 will apply where no specific rule is shown in this section and specific rules in this section will override general sign rules. Also be aware that specific sign types listed in this section may also be listed and regulated in other sections of this ordinance (See Table 1002.2.2 – Sign Categories Matrix), and the most restrictive requirement shall apply.

The intent of this section is to identify prohibited or illegal use sign types and conditions that would prohibit the placement of a sign or cause a sign to be removed. Any prohibited or illegal use sign is by definition illegal.

The City completely prohibits the construction, erection or use of any of the signs listed below and the City will take immediate enforcement or abatement action against any of these listed signs constructed or maintained in violation of this policy

**1004.3.1 Generally Prohibited Signs** – Some general sign features, characteristics, locations, types or messages that may not be attached to a specific sign type as defined in Section 1002 Definitions are hereby prohibited and listed as follows:

1. Signs which emit odor, noise, smoke, flame or visible matter other than light.
2. Signs or portions of signs that move except flags, banners, streamers or pennants. This includes sign walkers.
3. No sign shall use a beacon, strobe light or exposed light bulb which exceeds seventy five (75) watts.
4. No sign shall be erected in such a manner that any portion of the sign or its support is attached to, or will interfere with, the free use of any fire escape, entrance, exit, stairway, door ventilator, window or standpipe. This includes any sign that obstructs any opening intended to provide light, air or ingress and egress for any building.
5. No sign shall be erected or placed within 15 feet of a fire hydrant, on utility poles, traffic control signs or in the public right-of-way, except as specifically authorized by this ordinance or by government authority.
6. Signs burned into, cut, or otherwise marked on or affixed to a rock, tree, or other natural feature of the landscape.
7. Portable signs are considered temporary or special purpose signs, which because of their manner of construction, design and use create unique problems of safety, regulation and enforcement. Due to the aforementioned conditions, the use of portable signs is prohibited except for those specific cases permitted elsewhere in this ordinance.
8. Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying said sign.
9. Signs indicating a home occupation, including child care.

Meeting Date:	April 17, 2013	Agenda Item Number	7.5
Agenda Item Title:	Planning Reference Book Update		
Presented By:	Nancy Kaytis-Slocum, City Clerk		
Type of Item:	<input type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Information
Action Required:	Receive and file information		

**RECOMMENDATION:**

Receive and File

**BACKGROUND:**

In an effort to have all the Planning Commissioners on the same page, City Manger Jay Parrish has asked that this be a permanent item on the Planning Agenda. The Planning Reference Book was distributed to Jorgen von Frausing-Borch and Lino Mogni on January 21, 2009 (along with the other members of the Planning Commission, who have since moved on).

Staff will update the Reference book section by section as time permits. There are no new sections available at this time.

Meeting Date:	April 17, 2013	Agenda Item Number	7.6
Agenda Item Title:	Design Review Committee Report		
Presented By:	Chairman Jorgen Von Frausing-Borch		
Type of Item:	<input type="checkbox"/> Action	<input checked="" type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Information
Action Required:	Receive and file information		

**RECOMMENDATION:**

Receive and File

**BACKGROUND:**

Chairman Von Frausing-Borch and staff have discussed having the two Design Review Committee members report on items of interest. This will be a permanent item on the agenda.

Meeting Date:	April 17, 2013	Agenda Item Number	7.7
Agenda Item Title:	724 Main Street notification to the Planning Commission		
Presented By:	Nancy Kaytis-Slocum, City Clerk		
Type of Item:	<input type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input checked="" type="checkbox"/> Information
Action Required:	Receive and file information		

**RECOMMENDATION:**

Receive and File

**BACKGROUND:**

During the March 20, 2013 meeting, the Chair requested proof of when the Planning Commission had been notified of work going on at 724 Main Street.

Meeting Date	Page Number	Section
June 20, 2012	20	9: Design Review
July 18, 2012	27	8: Reports
July 18, 2012	28	9: Design Review

Meeting Date:	April 17, 2013	Agenda Item Number	7.8
Agenda Item Title:	Appointment to the Design Review Committee		
Presented By:	Nancy Kaytis-Slocum, City Clerk		
Type of Item:	x	Action	Discussion Information
Action Required:	Make an appointment from the Planning Commission membership to the Design Review Committee		

**RECOMMENDATION:**

Appoint a member of the Planning Commission to the Design Review Committee

**BACKGROUND:**

Staff had previously been directed to bring this item back to the Commission when there is a full complement of Planning Commissioners. The Zoning Ordinance, Design Review Section requires that the Planning Commission appoint two members to the Design Review Committee. Lino Mogni is one member, and another shall be appointed.

Zoning Ordinance 02-02, (changed by Ordinance 09-01):

Section 6.05 Design Control Combining or –D Zone

6.05.4 Design Review Use Permits for structural or Building alterations, remodeling or improvements so as to change the outward appearance of the structure of building, including changes in exterior paint color, shall be subject to the following procedures:

- a. The Planning Commission shall appoint two of its members as Design Review Committee members.

Meeting Date:	April 17, 2013	Agenda Item Number	7.9
Agenda Item Title:	Election of Chair and Vice-Chair of the Planning Commission		
Presented By:	Nancy Kaytis-Slocum, City Clerk		
Type of Item:	<input checked="" type="checkbox"/> Action	<input type="checkbox"/> Discussion	<input type="checkbox"/> Information
Action Required:	Elect a Chair and Vice-Chair of the Planning Commission		

**RECOMMENDATION:**

Elect a Chair and Vice-Chair of the Planning Commission

**BACKGROUND:**

The Planning Commission Ordinance 05-05, Article 4, Powers and Duties, Section 4.02 reads: "The Commission shall elect its Chairman and Vice-Chairman from among the appointed members of the Commission. The Commission shall appoint a Secretary who need not be a member of the Commission."

## **Section 8: CORRESPONDENCE**

## **Section 9: Staff Reports**

### **CITY PLANNER:**

#### **Meetings, Planning & Coordination**

- Coordinated with City Manager and City Clerk on planning and development projects.
- Continued review of Sign Ordinance Update materials and progress.
- Continued coordination on the Humboldt Operational Area Multi-Agency Multi-Hazard Mitigation Plan (HMP) Update. Continued integration of the HMP with the City of Ferndale General Plan Safety Element Update. Coordinated with City Manager to consider completing an Energy Assurance Plan with cost-free assistance from California Local Energy Assurance Planning. Corresponded with CaLEAP representative. Initiated proposal to coordinate HMP, EAP, Ferndale's Emergency Operations Plan, and the Safety Element Update.
- Reviewed City regulations for telecommunications facility placement.
- Reviewed local and state regulations for solar panel installation on a house in the Design Control Combining Zone.
- Coordinated with City Engineer on proposal to update permit processes.
- Continued coordination with City Clerk on Vacation Rental Use Permit application at 176 Francis Street. Corresponded with applicant. Prepared and posted public notice for Public Hearing. Prepared project report and resolution and presented at 3/20 Public Hearing and Planning Commission meeting.
- Initiated review of application for Minor Subdivision and Lot Line Adjustment at 1234 Rose Avenue.
- Coordinated with City Manager and City Engineer to determine responsibility and timing for road improvements on Milky Way Court (Hamper Tract Subdivision). Reviewed Road Maintenance Agreement and Conditions of Approval and coordinated to determine feasibility of and process for revising Agreement.
- Prepared Annual General Plan Progress Report required by the Department of Housing and Community Development and Office of Planning and Research.
- Initiated environmental review for Pedestrian Improvement Project Phase 2.
- Attended 3/20 Planning Commission meeting. Conducted Public Hearing for Vacation Rental Use Permit application at 176 Francis Street. Presented Safety Element Update Draft Chapter 10.0 Goals, Policies and Implementation Programs and staff report.

#### **Projects**

- General Plan Update – Prepared Draft General Plan Safety Element Chapter 10.0 Goals, Policies, and Implementation Programs. Routed to City Manager, City Clerk, City Engineer, and Public Works for feedback. Presented at 3/20 Planning Commission meeting.

## **CITY CLERK ACTIVITY**

### **Meetings**

- Daily meetings with City Manager regarding work schedule.
- City Council meeting 3/7/13.
- Design Review Meeting 3/21/13.
- Planning Commission meeting 3/20/13.

### *Projects*

- Counter and phones.
- Pick up mail, copy, distribute and file; turning this over to Administrative Assistant per City Manager
- Balanced deposits
- Sent emails to all regarding Form 700's "Statements of Economic Interest". Collected all and mailed to FPPC and other agencies.
- Researched procedure for sewer lateral testing, updated it, and printed on the back of the sewer testing certificate for ease of use.
- Filled Public Information Requests
- Prepared City Council Agenda packet for 4/4/13
- Planning Commission
  - Prepared Planning Commission Agenda packet for 3/20/13
  - Mailed out notices to those within 300' of a Land Use Application for a Vacation Rental. Worked with applicant after approval to meet conditions of approval.
- Reviewed Sign Ordinance Draft for staff use and discussed with Sign Ordinance Committee Chair.
- Transcribed minutes from the March 21, 2013 Design Review Meeting.
- Continue to train deputy city clerk on procedures.
- Updated Rental agreements for City Hall and the Community Center to include City Manager's phone number for weekend contact as well as information about Possessory Interest fees. Posted online.
- Re-advertised and posted for Planning Commission vacancy. Spoke with potential applicant.
- Discussed window and door upgrade at City Hall along with work schedule.
- Discussed Lot Line Adjustment and minor Subdivision with applicant
- City Council Meeting Follow-up
  - Turned over notes, correspondence folders and signed documents to Deputy Clerk.
  - Reviewed minutes and prepared follow up list.

## **Section 10: Design Review**

**City of Ferndale, Humboldt County, California USA**

Design Review Minutes for the 3/14/13 - 8:30am meeting

Chairman Dane Cowan opened the meeting at 8:30 a.m. Committee Members Lino Mogni and Mark Giacomini were present along with Deputy City Clerk Lacy Pedrotti. Michael Bailey was absent. The Planning Commission has yet to appoint another representative from the Planning Commission to the Design Review Committee. Modifications to the agenda 7.a. Change DR Regular Date moved to next regular scheduled meeting.

535 Main Street: MOTION: (Giacomini/Mogni) Accept the roofing be replaced with black 40year Composition Shingle and to add a color of white to the trim of this building. Mark Hamor was present at the meeting for discussion.

Public Comment: Chairman Dane Cowan asked staff to create list of all Design Review Packets that need to be finalized be on the next regular meeting agenda.

Meeting adjourned at 9:05 am

Respectfully submitted, Lacy Pedrotti, Deputy City Clerk

**City of Ferndale, Humboldt County, California USA**

Design Review Minutes for the 3/21/13 - 8:30am meeting

Chairman Dane Cowan opened the meeting at 8:30 a.m. Committee Members Lino Mogni and Mark Giacomini were present along with City Clerk Nancy Kaytis-Slocum. Michael Bailey was absent. The Planning Commission has yet to appoint another representative from the Planning Commission to the Design Review Committee.

638 Main Street: MOTION: (Giacomini/Mogni) Accept the addition of two apartments requiring windows. John Scarbrough was present at the meeting for discussion.

Meeting adjourned at 8:37 am

Respectfully submitted, Nancy Kaytis-Slocum, City Clerk  
City of Ferndale

**City of Ferndale, Humboldt County, California USA**

## Design Review Minutes for the 3/28/13 - 8:30am meeting

Chairman Dane Cowan opened the meeting at 8:30 a.m. Committee Members Michael Bailey and Mark Giacomini were present along with City Manager Jay Parish and Deputy City Clerk Lacy Pedrotti. Lino Mogni was absent. The Planning Commission has yet to appoint another representative from the Planning Commission to the Design Review Committee.

MOTION: (Giacomini/Mogni) Accept the minutes from the February 28, March 14 and March 21, 2013 meetings as presented. All in favor.

1226 Main Street: Niel Holgersen of Holgersen Construction was present at the meeting. Holgersen informed the Design Review that the roof design has changed from a gable to a hip. Design Review asked that Holgersen Construction resubmit with plan changes for next meeting.

Final Previously Approved Design Review Projects: Chairman Cowan asked staff to review the applications and check with City property files to make sure they have not been previously finalized by Design Review.

Time Limit after Design Review Approval: Chairman Cowan asked staff to research the policy on the building permit time limit of 180 days with one extension (180 days) to see if Design Review Applications are mentioned in the guidelines. If not then work with Planwest (City Planners) do develop in writing a draft policy about Design Review Time Limit being 180 days. Chairman Cowan also asked staff to add at the bottom of the Design Review Application the actual date (180 days/6 months) from application date.

Change Design Review Regular Meeting Date: Chairman Cowan expressed that the Design Review Committee is at the mercy of the applicants and when they apply. The Design Review already meets on the fourth Thursday of each month and any Thursday in between as needed due to the flow of applications. No change will be made at this time.

Meeting adjourned at 9:52 am

Respectfully submitted,

Lacy Pedrotti  
Deputy City Clerk  
City of Ferndale

**City of Ferndale, Humboldt County, California USA**  
Design Review Minutes for the 4/11/13 - 8:32am meeting

Chairman Dane Cowan opened the meeting at 8:32 a.m. Committee Members Michael Bailey and Lino Mogni were present along with Deputy City Clerk Lacy Pedrotti. Mark Giacomini was absent. The Planning Commission has yet to appoint another representative from the Planning Commission to the Design Review Committee.

Modifications: Remove 1226 Main Street project (5B) from the agenda per applicant request. Project on hold. Deputy City Clerk sent a letter to owner and contractor informing them that the City of Ferndale has stopped all processing of the application.

660 Berding Street: Thomas Guyer owner of property was unable to attend the meeting. MOTION: (Mogni/Bailey) Approved the application as is to replace five windows on Rose Ave. side of building and replace the side entrance door. The windows will not have the muntins.

Correspondence: Department of Fish and Game issued a CEQA Filing Fee No Effect Determination Form on 580 Main Street project (replacing stucco with redwood siding) has no impact on the wildlife habitat. City Engineers Manhard issued a letter to residents on Herbert Street, McKinley and Rose Avenue about a meeting happening Wednesday April 17, 2013 at 6:00pm Town Hall on the Pedestrian Improvements Project.

Meeting adjourned at 8:47 am

Respectfully submitted,

Lacy Pedrotti  
Deputy City Clerk  
City of Ferndale

**Section 12: Adjourn**