

Meeting Date:	May 3, 2023	Agenda Item Number	7.1
Agenda Item Title	Ferndale General Plan Land Use Element Update Review		
Presented By:	City Planner		
Type of Item:	<input type="checkbox"/>	Action	<input checked="" type="checkbox"/> Discussion
Action Required:	<input checked="" type="checkbox"/> X	No Action	<input type="checkbox"/> Voice Vote
			<input checked="" type="checkbox"/> Information
			<input type="checkbox"/> Roll Call Vote

### STAFF RECOMMENDATION

Receive the staff report, public comment, and provide direction to staff as necessary.

### BACKGROUND

Over the last two years, City staff have been conducting public outreach and working with the Planning Commission to prepare a comprehensive update to the Land Use Element of the City's General Plan. Beginning the first week of March 2023, two mapping options for the Land Use Element update were posted to the City's webpage: <https://ci.ferndale.ca.us/documents/general-plan/>. On March 13<sup>th</sup>, the Draft Land Use Element document was posted to the City's website. Paper copies of the two maps and the draft document were made available to the public at Ferndale City Hall on the same dates when the maps and document were posted on the City's webpage. The maps and document, along with background information, a summary of outreach to date, and resources about the Land Use Element update continue to be available on the City's webpage. Earlier City Council and Planning Commission 2023 meetings for the Land use Element Update are listed at the end of this report, and handouts from those meetings can be found on the City's webpage.

### DISCUSSION

On Saturday, April 15, 2023, from 11:00 am to 3:00 pm, Planwest Partners Inc. hosted an in-person Open House on behalf of the City. The event was held at the City of Ferndale Town Hall. The event was an opportunity for residents to review the proposed maps and the draft land use document, and ask questions of a planner about the proposed changes. To inform the community about the upcoming Open House, the following outreach and noticing was completed:

- Listed on City website. The City has encouraged residents to review the webpage at every meeting, i.e., City Council, Planning Commission, and Drainage Meeting.
- Flyers made available at City Council and Planning Commission meetings.
- Notices were posted at the Ferndale Post Office and Ferndale City Hall.
- An ad was placed in Ferndale Enterprise that was published on April 13, 2023.
- Individual letters to landowners with proposed land use changes were mailed on March 30, 2023.
- A flyer was posted to the Ferndale Community Facebook group.

Ahead of the Open House, Council Members and Planning Commissioners were also asked to spread the word about the Open House; a private individual posted their landowner notice on Facebook and mentioned the Open House in their post; and the Ferndale Enterprise, on their own accord, published an article about the Planning Commission which mentioned the upcoming Open House.

Over 40 residents attended the Open House according to the sign in sheet. Stations with large-scale Land Use Element Update posters were positioned around the room (the Open House posters are contained in

Attachment A of this staff report). At one station Planwest staff assisted property owners with looking up their individual properties and the proposed land use changes. Two planners were available to answer questions about the proposed changes. Attachments C and D contain attendee input given during the Open House, and emails and letters submitted to the City as of April 21, 2023. Public input has focused generally on the following topics:

- Desire for pedestrian connection from Ferndale Housing, schools, and Main Street.
- Concern with density increases.
- Concern with apartments.
- Concern about adequacy and capacity of infrastructure water and wastewater systems.
- Concern about drainage and traffic impacts.
- Desire for smaller setbacks from creeks.

City staff is seeking Planning Commission input and direction on options for revising the draft maps, policies, and implementation programs (Chapter 4: Goals, Policies, & Implementation Programs) to ensure that they effectively meet the current and potential future needs of residents, businesses, and visitors within the city.

#### **NEXT STEPS**

- May 4, 2023 – Presentation to the Ferndale Drainage Committee
- Incorporation of public comments into draft LUE update – May/June 2023
- Continuing through to July 2023 – Draft EIR preparation
- Fall 2023 – Finalize CEQA and Adopt Land Use and Safety Elements

#### **ATTACHMENTS**

- A – April 15, 2023, Open House: Land Use Element Update Posters
- B – April 15, 2023 Open House: Frequently Asked Questions Handout
- C – April 15, 2023 Open House poster comments received
- D – Summary of public comments submitted and full copies of public comments received as of April 21, 2023

#### **PRIOR MEETINGS AND INFORMATION**

Please visit <https://ci.ferndale.ca.us/documents/general-plan/> to view or download more information about prior Land Use Element Update meetings:

- April 5, 2023 Planning Commission Presentation
- March 1, 2023 Planning Commission Presentation
- February 15, 2023 City Council PowerPoint
- February 15, 2023 City Council Staff Report



# WELCOME OPEN HOUSE GUESTS!

## What is an Open House?

An open house is an event where the City shares its current progress and gathers feedback from the public. For this Open House, we are showcasing the work that has been completed on the Draft Land Use Element. We would like to hear what you think about the proposed land use densities and intensities, draft policies, and proposed designation changes show on the draft maps.



## What Do I Do?

Take a walk around and view the different stations that are set up. These stations cover different aspects of the Land Use Element including the designation descriptions, open space and conservation policies, development patterns, and types of housing. You can provide comments by placing sticky notes on the posters, filling out a comment card, or emailing us at:

[longrangeplan@ci.ferndale.ca.us](mailto:longrangeplan@ci.ferndale.ca.us)

## What is a General Plan?

State law requires that a city have an adopted General Plan that contains policies, programs, and diagrams, arranged in "Elements". There are eight required elements of a general plan as shown to the right. These elements relate to the identification of land for housing, commerce, industry, public services, protection of natural resources, identification of hazards, and provision of municipal services. General Plans are intended to look forward about twenty years to provide for existing and planned development.

## Land Use Element

The Land Use Element contains the City's Land Use Map and Land Use Designations which together identify the types, intensities, and location of planned land uses within the City, such as Residential, Commercial, or Public Facility. For each Land Use Designation, the Element identifies a range of allowable uses and the intensity of such uses in terms of the number of housing units per acre or the size of the business. The Element must also be based on the best available economic and demographic data, service and infrastructure capacity, and proper projections for population and employment growth.

## Ferndale's General Plan

- Land Use Element (1986)
- Housing Element (2019)
- Safety (1975)
- Historic and Cultural Resources (2012)
- Noise (1975)
- Transportation and Public Facilities (1967)

## Required Elements of the General Plan



## What is Land Use Density?

Land use density refers to the level of development that is allowed to take place in a defined area. It's typically defined as the number of dwelling units (house, cottage, townhome, condo) that can be built per acre.

## What is Land Use Intensity?

Land use intensity is similar to density but is often defined as the maximum floor area ratio (FAR) that can be developed. The FAR refers to the square footage (floor area) of a building that can be built on a defined lot. For example, a FAR of 1.0 means that a one-story building can be built over an entire 5,000 sq.ft. lot or a two-story building over the half the lot and so on.





# RESIDENTIAL LAND USE DESIGNATIONS

- **Residential Low Density (R1):** The Residential Low Density designation accommodates primarily detached residential units on individual lots with private yards. One accessory dwelling unit per lot is a primary and compatible use.

*Density: One primary unit and one accessory dwelling unit per lot up to a maximum of 9 primary dwelling units per acre.*

- **Residential Medium Density (R2):** The Residential Medium Density designation is applied in areas where more density can be accommodated. This can include side-by-side or stacked units, multiple units on a lot, or other unit types that meet the defined density including attached residential units, small-lot subdivisions, duplexes, triplexes, townhouses with private open space, and cohesive multi-unit/ multi-story structures with common open spaces. ADUs are also a primary and compatible use.

*Density: Up to 18 dwelling units per acre. This is equivalent to two dwelling units per 5,000 square foot lot.*

- **Residential High Density (R3):** The Residential High Density designation is applied in areas of the City that can accommodate cottage courts, townhome developments, and/or apartments typically in single structures or a collection of cohesive structures with multiple units, common open space areas and shared amenities. This designation is often located in proximity to parks, schools, and public services. Intended to compliment the character of adjacent lower density residential and neighborhood commercial development. ADUs are also a primary and compatible use.

*Density: Up to 27 dwelling units per acre. This is equivalent to approximately three dwelling units per 5,000 square foot lot.*



Residential  
Low-Density



Residential  
Med-Density



Residential High-Density

**Are there any changes you would make to the descriptions?**



# NON-RESIDENTIAL LAND USE DESIGNATIONS

- ✦ **Neighborhood Commercial (C1):** The Neighborhood Commercial designation is intended to provide for neighborhood shopping centers with commercial uses for nearby residential areas, consistent with neighborhood character and design. This includes limited-scale convenience retail, restaurants, offices, and personal services, including pedestrian-oriented neighborhood retail. Residential uses are allowed on upper floors and may be conditionally allowed on ground floors. Light industrial uses such as small-scale manufacturing may also be permitted as applicable by the zoning code. *Intensity: Maximum FAR 2.5*
- ✦ **Community Commercial (C2):** The Community Commercial designation provides a full range of commercial uses for community convenience and visitor serving needs. This includes visitor-related retail, restaurants, lodging, entertainment, recreation, and tourist services, as well as upper floor residential and office uses. Intended to emphasize commercial retail and tourism-related uses, recreation, leisure activities, lodging, and upper floor office/residential uses. Primarily caters to visitors to historic and multi-story buildings with pedestrian-scaled storefronts at the sidewalks. Residential and office uses are primarily allowed only on upper floors and non-street-facing portions of buildings. *Intensity: Maximum FAR 3.0*
- ✦ **Public Facility (PF):** The Public Facility designation is intended to be applied to lands owned by public agencies or to lands upon which such agencies operate public facilities. This includes public and private institutional uses, government facilities and services, schools, courts, cemeteries, fairgrounds, and major utility facilities, as well as parks and other public recreational facilities.
- ✦ **Agricultural Exclusive (AE):** The Agricultural Exclusive designation is applied in areas where agricultural use is the predominant use of land and in which it is desired to protect agricultural operations including production of crops, livestock grazing, animal and poultry raising, apiaries, dairies, stables and associated residences and farmworker housing. Timber harvest is allowed under certain conditions. *Density: One farm dwelling per four acres and applicable farm worker housing as allowed by the zoning ordinance.*
- ✦ **Natural Resources (NR):** The Natural Resources designation is applied to areas where protection, enhancement, restoration, management, study, and passive recreational use of habitats and natural areas are the desirable land uses. It is intended to protect land that is primarily suitable for permanent habitat preservation, compatible resource related uses, nature study, and natural-resource related recreation. Public access, passive recreation, active recreation, and visitor-related facilities (such as restrooms, interpretive centers, trailheads, parking areas, etc.) may be allowed as provided by zoning ordinance.



Agricultural Exclusive



Natural Resources



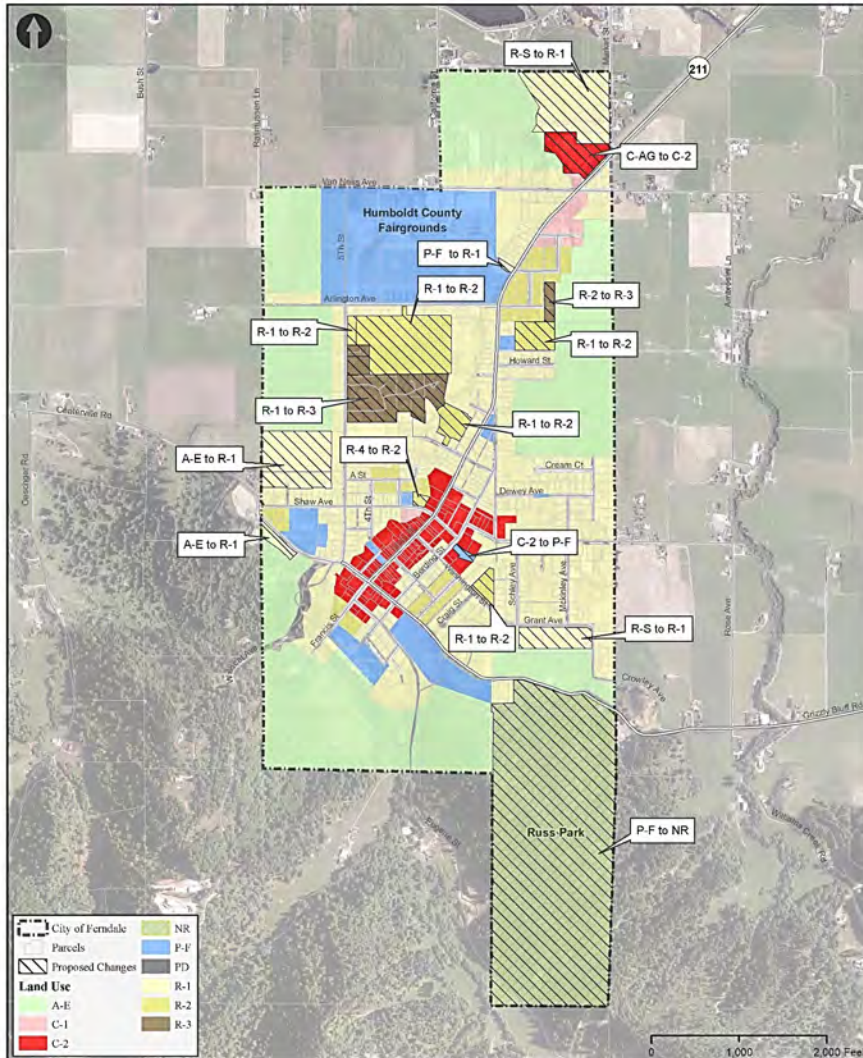
Public Facility



Commercial



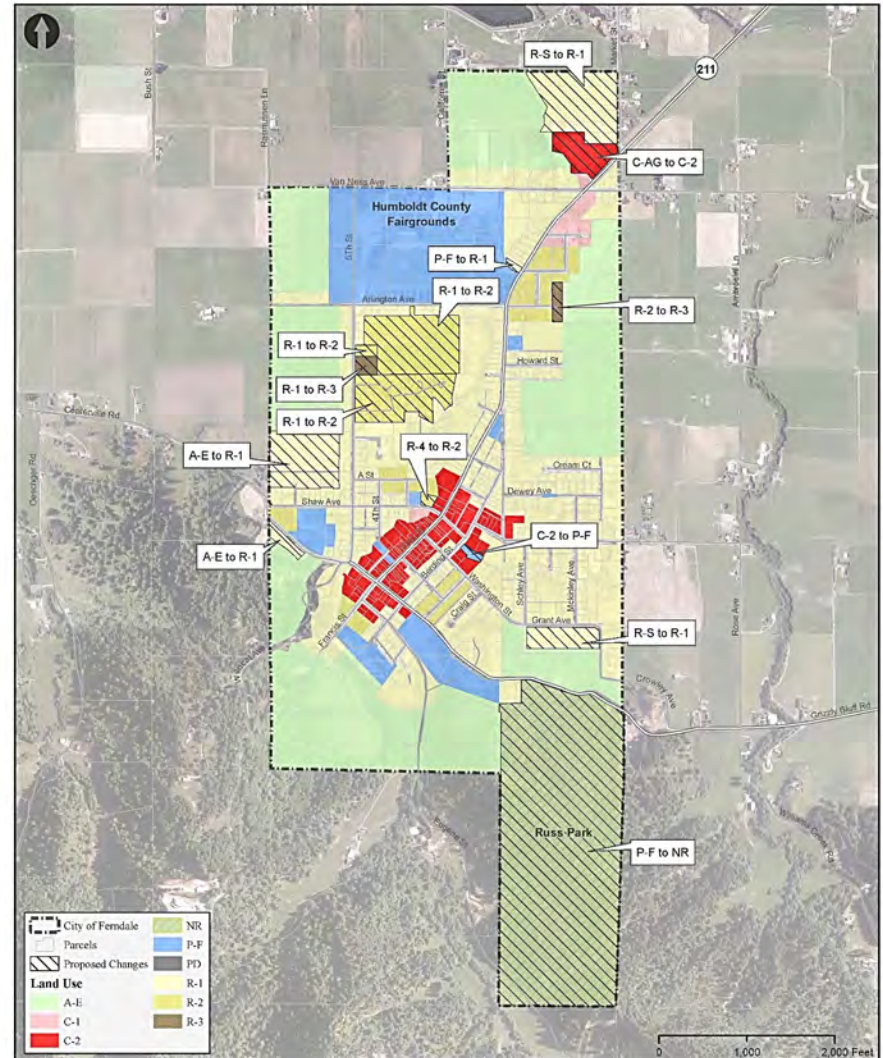
# LAND USE MAP ALTERNATIVES



**City of Ferndale - Land Use (Option 1) DRAFT**

Figure

Date: 3/1/2023



**City of Ferndale - Land Use (Option 2) DRAFT**

Figure

Date: 3/1/2023



# AFFORDING A PLACE TO LIVE

## Did You Know?

When purchasing a home, you are typically required to provide a down payment and cover closing costs. For a \$636,000 home, this can add up to at least \$33,000\*. This can be a hard goal to reach for renters who are already housing burdened and may not have much left to set aside every month.

\*Based on qualified first-time home buyers with 3% down, 30-year mortgage, and 5% interest rate.

## Median Home Listing Prices

City	Median Listing Price (April 2023)
Ferndale	\$636,000
Eureka	\$425,000
Fortuna	\$440,000
Rio Dell	\$348,000
McKinleyville	\$465,000
Trinidad	\$1.1 million
Arcata	\$614,500

Source: Realtor.com (accessed April 10, 2023)

## Ins and Outs of Housing Affordability:

- ↳ Housing is considered affordable if the cost for rent/mortgage and utilities is less than or equal to 30% of the household income.
  - For Ferndale, this means the total cost of housing should be less than \$1,585 for the average household based on the current median household income.
- ↳ A wider range of housing types provides more choices for people that want to stay in or move to the City.
- ↳ How can we make housing more affordable?
  - Allow for a variety of housing types such as tiny homes, cottage courts, duplexes, or townhomes.
  - Reduce the required parking requirements for housing (this reduces the overall cost of development).
  - Encourage development of accessory dwelling units which can be rented out at a lower cost than traditional single-family homes.

## Median Household Income by Age Group

Age Group	Median Annual Income	Median Monthly Income	Income Available for Housing Before Being Burdened
25-44	\$62,014	\$5,168	\$1,550
45-64	\$76,250	\$6,354	\$1,906
65+	\$57,083	\$4,757	\$1,427
All Ages (2 earners)	\$63,393	\$5,283	\$1,585



**How do you think the City can encourage more varied housing types?**





# CONSERVATION AND OPEN SPACE

## Protecting Important Natural Resources

- ✦ Establish objective setbacks from wetlands and riparian areas (such as Francis Creek) in consultation with the California Department of Fish and Wildlife to provide certainty to property owners.
- ✦ Encourage the use of drought-resistant and native plants in landscaping.
- ✦ Seek out opportunities for dedication of open space areas to protect flood plains and create additional opportunities for passive recreation in the City.
- ✦ Provide education on and encourage Low Impact Development (LID) throughout the City.
- ✦ Encourage future development away from flood zones and agricultural areas.
- ✦ Preserve and enhance existing forested lands in partnership with other agencies, local tribes, and land trust organizations where possible.



## Did You Know?

- Healthy riparian buffers lower nutrients and contaminants in streams and reduce the intensity and frequency of flooding as well as supports higher water flow in streams during dry periods.
- Native plants often require less irrigation since they are naturally adapted to the climate and provide habitat for bees, ladybugs, and other beneficial insects.

## Low Impact Development

Low impact development (LID) refers to systems and practices that use or mimic natural processes that result in the infiltration, evapotranspiration or use of stormwater in order to protect water quality and associated aquatic habitat. This can include rain gardens, vegetated rooftops, permeable pavements, and more. The idea is to manage stormwater as close to the source as possible so there is less runoff from developed sites.

## How can we promote conservation and improve open space?



# MAKING THE MOST OF OUR SPACE

## Opportunities to maximize the use of space:

- ↳ Allow smaller minimum parcel sizes and smaller units
- ↳ Reduce or eliminate minimum on-site parking requirements
  - Allow on-street parking within a certain distance of project site to count toward minimum parking requirements;
  - Exempt changes in use for existing structures from on-site parking requirements;
  - Reduce or eliminate the number of required parking spaces overall, allowing the business, developer, or the market to determine the amount of on-site parking spaces needed for a particular development.
- ↳ Encourage development of housing units above and/or behind commercial units
- ↳ Establish continuous, comfortable and safe walking and biking networks connecting residents with shopping, services, school, work, and recreation reduce reliance on vehicles

## Did You Know?

- Reducing minimum on-site parking requirements allows more efficient use of land by property owners.
- One parking spot is typically 9 feet wide and 18 feet long or 162 square feet. Four parking spots equals roughly the same space as a large 1-bedroom apartment (648 square feet).
- One parking spot costs roughly \$5,000 to construct. This can substantially increase the cost of development.
- Reduced parking minimums encourage mixed use developments where people can live, work, shop, and play all in one area or even the same building.

## Living Where You Work

The idea of mixed-use areas is nothing new. People have been living and working in the same buildings for centuries. Trajan's Market in Rome was built in 100-110 AD and contained shops, grocers, taverns, administrative offices, and apartments. Architect William Appleton Potter built 435 Broom Street in SOHO, New York in 1873. It includes ground floor retail space and upper floor apartments. In small towns all across the United States it was common for the butcher/tailor/chef/pharmacist to live above their shop on Main Street. Mixed use, live work buildings make for an easy commute, reduce reliance on vehicles, encourage efficient use of land, and provide opportunities for more community connection.



## How do you think the City can better utilize space?





# REVITALIZING COMMERCIAL AREAS

## Opportunities to revitalize commercial areas:

- ↳ Expand sidewalk dining experiences along historic Main Street
- ↳ Enable street fairs, farmers markets, and other outdoor activities along Main Street
- ↳ Encourage resident serving businesses to reduce reliance on other cities for services
- ↳ Slow traffic to provide a comfortable atmosphere for walking, biking, outdoor seating and gathering
- ↳ Encourage craftsman shops where items such as baked goods, glass, pottery, small furniture, clocks, and other specialized items are made and sold onsite
- ↳ Encourage cultural and art related facilities and events that attract patrons
- ↳ Improve crosswalks to allow easier access for strollers and assisted walking devices



## What would you like to see in our commercial areas?





# WHAT MAKES FERNDALE SPECIAL?



# WHAT COULD FERNDALE BENEFIT FROM?







# GENERAL PLAN LAND USE ELEMENT UPDATE

## FREQUENTLY ASKED QUESTIONS

### WHAT IS A GENERAL PLAN?

State law requires that a city have an adopted General Plan that contains policies, programs, and diagrams, arranged in “Elements” such as land use/housing/open space/safety/circulation, which relate to the identification of land for housing, commerce, industry, public services, the protection of natural resources, the identification of hazards, and the provision of municipal services. General Plans are intended to look forward about twenty years to provide for existing and planned development.

### WHY UPDATE THE LAND USE ELEMENT?

The Land Use Element of the General Plan is among the most important and identifies how land can be used (allowable uses and the intensity of development) and the distribution of the uses within the City, now and in the future. The Land Use Element should reflect current and expected future demographic, economic, and environmental conditions. The City of Ferndale’s Land Use Element was last updated in 1986 and the City seeks to ensure that there is adequate land available to accommodate future business and a wide variety of housing within the City.

### WHAT ARE THE IMPORTANT COMPONENTS OF THE LAND USE ELEMENT?

The Land Use Element contains the City’s Land Use Map that together with Land Use Designations identifies the kinds, intensities, and location of planned land uses within the City, such as Residential Medium-Density or Neighborhood Commercial. For each Land Use Designation, the Land Use Element identifies the range of allowable uses and the intensity of such uses in terms of the number of housing units per acre or the extent of development on a lot.

**Density:** Density is used for residential uses and refers to the development capacity of residential land. In the Land Use Element, density is described in terms of dwelling units per acre of land (du/ac).

**Intensity:** Intensity is used for non-residential development and refers to the extent of development on a lot. It is usually expressed as floor area ratio (FAR), which is the ratio between the total gross floor area (total square footage) of all buildings on a lot and the total land area of that lot.

A Land Use Element must also be based on the best available existing economic and demographic information, service and infrastructure capacity, and appropriate projections for population and employment growth.

### HOW IS A GENERAL PLAN ADOPTED? WHO IS THE APPROVAL AUTHORITY?

General Plans, or any General Plan Element, may only be amended four times per year following a specific process. Adopting a General Plan or an amendment requires consultation and coordination with Native American tribes and various local, state and federal agencies, preparing draft policies and maps including alternatives which undergo environmental review, conducting robust outreach to landowners and the public, and holding public hearings subject to specific timelines. At the end of this process, the City Council may adopt the update by resolution that contains comprehensive findings of fact demonstrating that the update met the specific requirements of state planning and environmental law and involved appropriate public involvement. Per State law, the Planning Commission must make a recommendation to City Council regarding the adoption of the General Plan. The City Council is the final approval authority for the General Plan.

## WHAT IS THE DIFFERENCE BETWEEN THE GENERAL PLAN AND ZONING?

The General Plan sets forth long-term policies that guide future development. It identifies the types of development that will be allowed, the spatial relationships among land uses, and the general pattern of future development. The state planning law hierarchy requires that a city's zoning be consistent with the city General Plan – an arrangement where the General Plan serves as the “constitution” and zoning is the law that carries it out. To implement the General Plan, the zoning map and regulations divide a community into districts and establish regulations for what can and cannot be built on land within those districts. To define what can be built, zoning regulations typically address two issues: (1) the height, bulk, and sometimes design of buildings (i.e., how big they are and how they look), and (2) to what use the buildings may be put (i.e., what activities can take place). However, the land uses specified in the General Plan will be reflected in the zoning regulations. Because state law requires that zoning be consistent with the General Plan, development must not only meet the specific requirements of the Zoning Code, but also the broader policies set forth in the General Plan.

## WHAT IS THE TIMELINE FOR LAND USE ELEMENT ADOPTION?

TASK	TIMING
Initial Public Outreach	Fall 2020/Winter 2021
Development of Background Information	Spring 2020 → Fall 2021
Draft Land Use Goals and Policies	Summer 2021 → Fall 2021
Land Use Map Alternatives	Fall 2022 → Winter 2023
CEQA Draft Program Environmental Impact Report	Winter 2023 → Fall 2023
Public Meetings on Draft Land Use Element	Spring 2023
Public Hearings on Revised Draft Land Use Element	Summer 2023
Land Use Element Approval	Winter 2023

## HOW DO I FIND OUT MORE INFORMATION ABOUT THE LAND USE ELEMENT UPDATE AND PROVIDE INPUT?

The City highly encourages everyone to participate in public meetings, Planning Commission Meetings, and City Council meetings. Review the document and make your voice heard! The Draft Land Use Element document, maps, and outreach information is available here: <https://ci.ferndale.ca.us/documents/general-plan/>. Dates and times of upcoming public meetings can generally be found here: <https://ci.ferndale.ca.us/> Written comments can be submitted to City hall or emailed to [longrangeplan@ci.ferndale.ca.us](mailto:longrangeplan@ci.ferndale.ca.us)



Visit the project website:  
[ci.ferndale.ca.us/documents/general-plan/](https://ci.ferndale.ca.us/documents/general-plan/)



## **Poster Comments**

### **What Makes Ferndale Special?**

- An agricultural small town integrated in and with the pastures that define this community. JB Bowden
- Small town feel, lack of crime, children wandering free 😊, live theater, health clinic and vet, events, parades, kinetic sculpture race.
- The small town feel – small enough for sense of community – don't turn it into southern California.
- Low density housing.
- History! Keep Ferndale as it has been...multigenerational.

### **What could Ferndale benefit from?**

- Allow smaller than 20' wide homes in R1-R3.
- Additional housing density – multifamily, condo's, apartments, ADU's, JADU's, especially where lots are yet to be subdivided.
- Keep Ferndale a small town! Horizontal housing – with property – no multifamily housing.
- Allow tiny homes (20' width is restrictive), encourage ADU's and JADU's
- A healthier grocery store.

### **Making the Most of Our Space**

- Retain parking for commercial but lower parking for residential uses.
- Reduce onsite parking requirements and setbacks – especially where there is already ample street parking in residential.
- Arcata is suffering from dense housing without planned parking.
- The majority of people that can afford to live in Ferndale work outside of Ferndale and therefore needs cars and parking.
- Planning MUST include off-street parking.

### **Conservation and Open Space**

- Encourage LID rainwater catchment, etc. Retain ag lands.
- Connect trails and bike routes between public open spaces, and where there are currently no curbs.

### **Revitalizing Commercial Areas**

- Encourage craftsman shops
- Encourage businesses to stay open past 5pm?
- No changes
- Farmer's market, natural food grocery store, small business incubator.
- More agricultural areas.
- No change! No Arcata! No Eureka!

### **Affordable Place to Live**

- Not encourage more varied housing.
- Encourage/incentivize ADU's and JADU's.
- Zone open as-yet to be subdivided parcels for R2 and R3 uses.
- Allow tiny homes, encourage ADU's and JADU's, reduce parking for ADU's and JADU's, limit short term rentals.
- Allow smaller homes < 20' wide and smaller setbacks.

### **General Comments/Comments on Maps**

- Open up Francis Creek. Include a Pathway. Include business patios/eating areas on the creek.
- Road improvements would be needed to.
- Concerns about infrastructure.
- Maintain culture and feel in Ferndale.
- Link the fairgrounds to downtown through new development area.
- How is Ferndale going to accommodate wastewater and water facility improvement. "Cart before the horse."
- WWTP treatment capacity concerns. Road concerns.
- WW collection system I and I needs to be a priority and stormwater.
- More housing is needed to support schools, infrastructure, and downtown.
- Drainage can't accommodate density proposed.
- Flooding Concerns and new development in flood areas.
- 50 ft. proposed creek setback is too large (should be 25 as min) exclusive is vague.
- How many houses have been developed in the last 10 years?
- Ferndale is a small town – kids are safe to play here – we don't want it to be densely populated. Keep ag zoning and single dwelling neighborhoods. Why would you want to change our community?!
- Why are being forced by Humboldt County to add 33 more housing units? I moved to Ferndale in 1969. Population then was less than 1,200 today we have 1,400 people. That



is an increase about 200 people, even with major subdivisions and new houses. We do not need to grow. Why are we being forced to? Concerned about losing agriculture exclusive within city limits. This land is lost forever when converted to residential. Small operations for food crops and small animals are part of our community and we do not want to lose these lands.

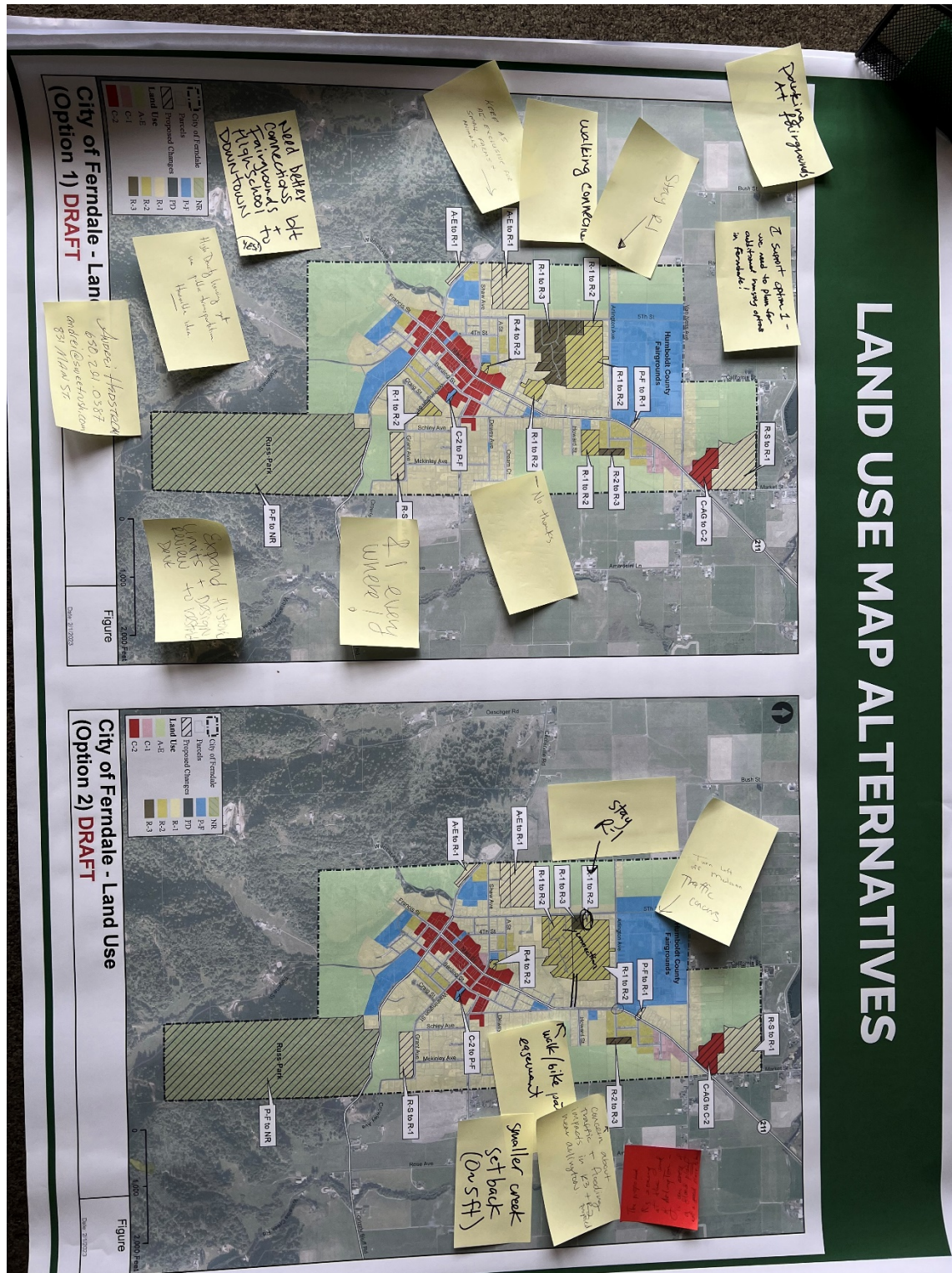
### Walk with Mary Ann

- She would like to see this easement be turned into a walking path across the creek (location shown on map).



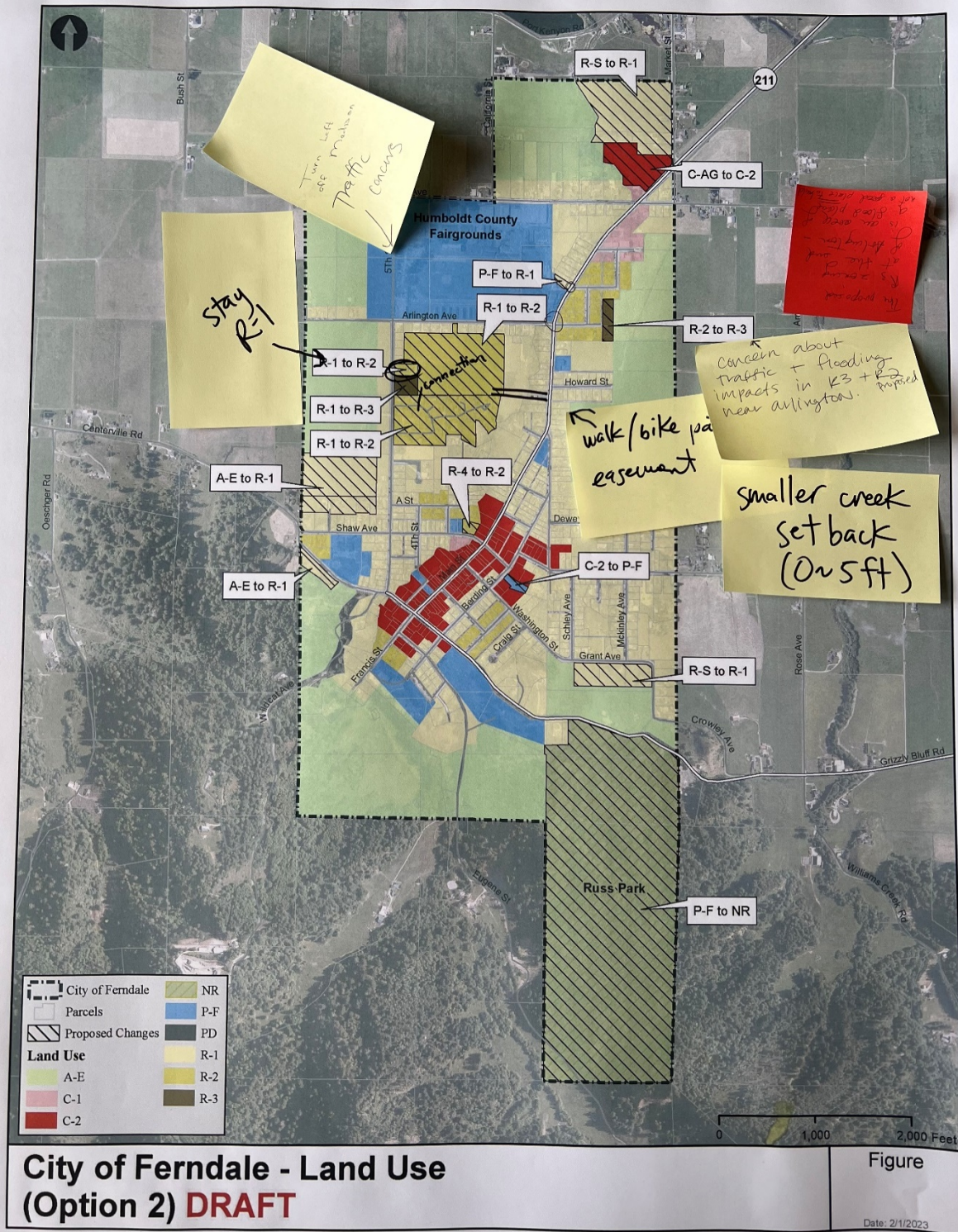


## Map Comment Photos

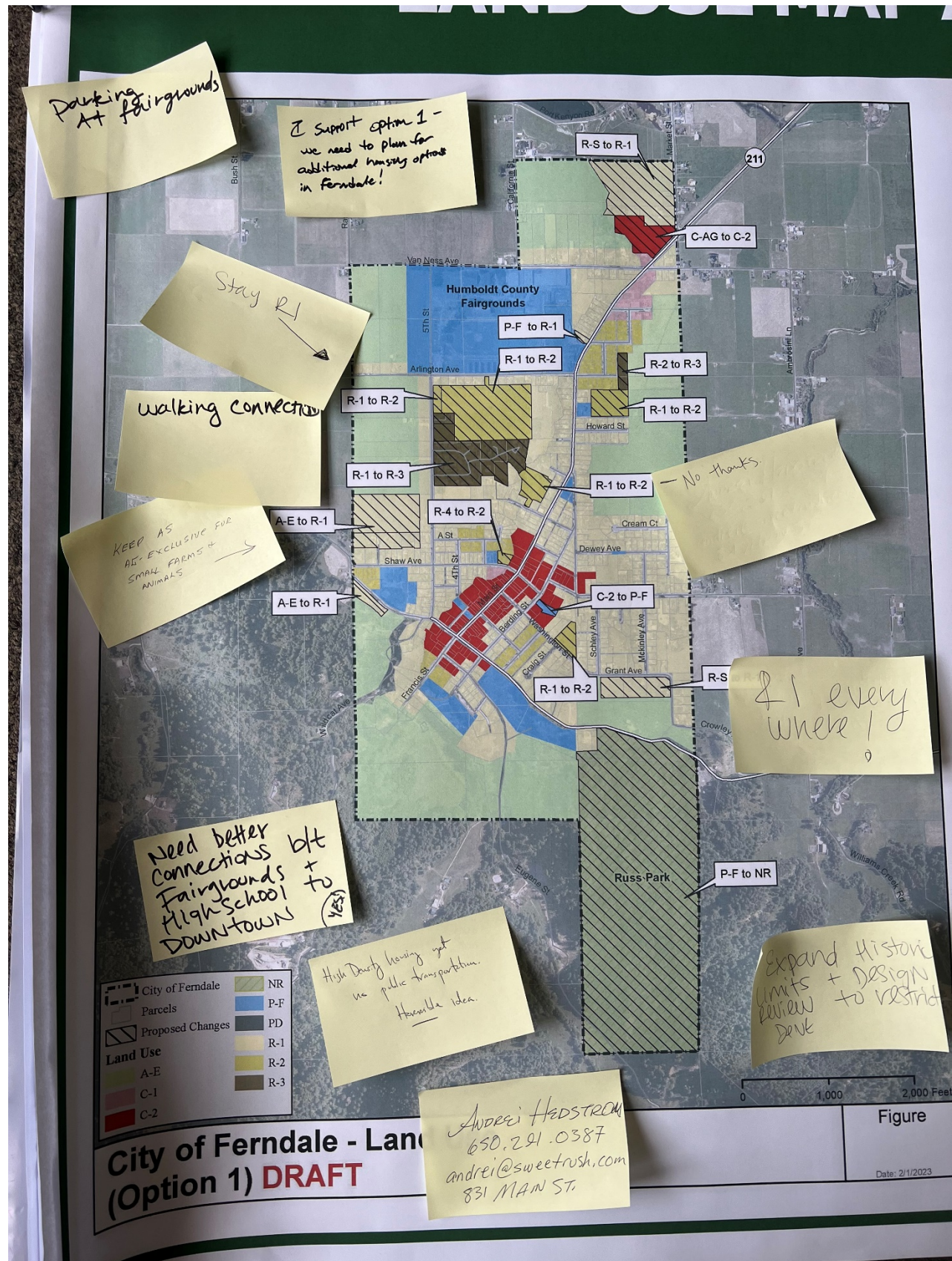




# P ALTERNATIVES









# Attachment D

## Summary of public comments submitted and full copies of public comments received as of April 21, 2023

Index #	Summary of email and letters comments submitted (as of 4.21.23)
4	move away from unaffordable, unrealistic single family homes
5	accommodate new families
6	current residents will never be able to afford to buy a house
7	newcomers from Bay Area paying thousands over asking price
8	rental cap
9	rentals are expensive
10	renters paying high prices for less than ideal living spaces
11	oppose rezoning that would change R1
12	a lot of traffic on 5th Street and drivers travel at unsafe speed
13	5th Street: schools nearby with children walking to and from school
14	higher density will make 5th Street more unsafe
15	higher density means increased traffic, crime and strain on infrastructure
16	single family homes will allow growth and preserve small town
17	specific language for height maximum for dwellings in all zones
18	use lot size minimum as to maintain less density in all zones
19	examples of approved architectural styles, including approved building materials
20	specifications on safety for fire department accessing property
21	guarantees that all neighbors will be informed of all development in advance to voice concerns
22	oppose R1 and AE land use changes on 5th Street
23	increasing density will have negative impacts on traffic, noise, water, sewer, and drainage
24	Ferndale does not have infrastructure or resources to support changes
25	changes are not in line with responses to the Land Use Element Survey
26	current zoning is sufficient to accommodate future growth
27	the addition of ADUs to residential parcels is sufficient to accommodate future growth
28	opposes turning residential areas from R1 to R2 or R3
29	sewer system is inadequate
30	proposed growth would raise property taxes again to accommodate water and sewer issues
31	this type of growth would cause huge environmental issues, e.g., drainage, flooding.
32	there are no apartments built in Ferndale now

Index #	Summary of email and letters comments submitted (as of 4.21.23)
33	apartment complexes would increase traffic, the need for police, wear and tear on the already compromised Fernbridge
34	apartment complexes would alter Ferndale, which is a quiet village
35	streets are already unsafe because of traffic, and this proposal would intensify this issue
36	visitors visit because Ferndale is unique and quaint
37	apartment complexes and a large amount of growth would take away for what Ferndale is forever
38	love the small town life
39	1729 Ambrosini Ave. (APN 030-181-008): opposes the zoning change from R2 to R3
40	R1 is inconsistent with Draft Plan language
41	Proposed Land Use Element Goals LU1-LU4 will not retain Ferndale's unique village character
42	Proposed Land Use Element Goals LU1-LU4 will not protect, preserve, restore, rehabilitate and enhance open spaces and natural resources
43	proposed Land Use Element Goals LU1-LU4 will convert prime agriculture land; convert prime ag land where there is no projected significant increase in population
44	CEQA and public hearings
45	Will current large animal keeping (horses) on an AE property still be allowed if rezoned to R1?
46	population projections and needed housing provided in existing residential areas
47	clear support to retain Ferndale's unique village character
48	proposing residential sprawl without effort to retain Ferndale's unique village character
49	30 plus years ago McKinleyville was quiet with little crime; massive high density housing and apartments have brought crime, drug use, homelessness and traffic problems.
50	Eureka, Arcata, McKinleyville and Fortuna have crime and infrastructure is strained
51	McKinleyville has become more expensive because of constant upgrades to infrastructure





Michelle Nielsen <michellen@planwestpartners.com>

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## Response to Proposed LUE

2 messages

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**jennifer raymond** [REDACTED]  
To: longrangeplan@ci.ferndale.ca.us

Sat, Apr 8, 2023 at 10:06 AM

From: Jennifer Raymond

Re: Proposed Land Use Element Update

April 8, 2023

I am writing to oppose the proposed land use element changes along 5th Street in Ferndale, specifically:

R-1 to R-2  
R-1 to R-3, and  
A-E to R-1

This proposed increase in housing density will have significant negative impacts on traffic, noise, water, sewer and drainage. The City of Ferndale does not have the infrastructure or resources to support these changes, and they are not in line with responses to the Land Use Element Survey conducted by your firm.

Please remove these proposed changes. The current zoning is sufficient to accommodate future growth, particularly with the addition of ADU's to residential parcels.

Thank you,

*Jennifer Raymond*

Jennifer Raymond  
[REDACTED]  
Ferndale, CA 95536



**4-8-2023 Response to LUE.docx**  
15K

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**Michelle Nielsen** <michellen@planwestpartners.com>

Mon, Apr 10, 2023 at 8:05 AM

To: Krystle Heaney <krystleh@planwestpartners.com>, Vanessa Blodgett <vanessab@planwestpartners.com>

[Quoted text hidden]



**4-8-2023 Response to LUE.docx**  
15K

From: Jennifer Raymond

Re: Proposed Land Use Element Update

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Please remove these proposed changes. The current zoning is sufficient to accommodate future growth, particularly with the addition of ADU's to residential parcels.

Thank you,

*Jennifer Raymond*

Jennifer Raymond

[REDACTED]

Ferndale, CA 95536





Michelle Nielsen <michellen@planwestpartners.com>

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## Proposed Designation of Land Use

2 messages

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**Lynne S** [REDACTED]  
To: longrangeplan@ci.ferndale.ca.us

Sat, Apr 8, 2023 at 9:28 AM

Hello,

I am firmly opposed to the proposed designation of turning Ferndale residential areas from R-1 to R2 or R3.

First of all, our sewer system can barely handle what we have now. This proposed growth would raise our property taxes once again to accommodate sewer and water issues. We have already have had a huge increase in our property tax.

The drainage, flooding and environmental issues that this type of growth would cause could be huge and unknown.

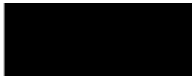
We have not had apartment complexes built in Ferndale and the increased traffic, increased police force, wear and tear on our already compromised Fernbridge would alter our quiet Victorian village. Some streets are already not safe because of traffic, this proposal would intensify that issue.

Visitors come to our village because it is unique and quaint. Having apartment complexes and a large amount of growth would take away for what Ferndale is forever. We are here because we love our small town life. If we wanted to be in a larger more congested area, we would live there.

Please vote this proposal down.

Respectfully,

Lynne and Lee Shoblom



Ferndale

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**Michelle Nielsen** <michellen@planwestpartners.com>

Sat, Apr 8, 2023 at 9:32 AM

To: Vanessa Blodgett <vanessab@planwestpartners.com>, Krystle Heaney <krystleh@planwestpartners.com>

[Quoted text hidden]



Michelle Nielsen <michellen@planwestpartners.com>

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## Proposed Designation of Land Use

2 messages

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**Lynne Shoblom** [REDACTED]

Thu, Apr 6, 2023 at 3:50 PM

To: "longrangeplan@ci.ferndale.ca.us" <longrangeplan@ci.ferndale.ca.us>

Hello,

I am firmly opposed to the proposed designation of turning Ferndale residential areas from R-1 to R2 or R3.

First of all, our sewer system can barely handle what we have now. This proposed growth would raise our property taxes once again to accommodate sewer and water issues. We have already have had a huge increase in our property tax.

The drainage, flooding and environmental issues that this type of growth would cause could be huge and unknown.

We have not had apartment complexes built in Ferndale and the increased traffic, increased police force, wear and tear on our already compromised Fernbridge would alter our quiet Victorian village. Some streets are already not safe because of traffic, this proposal would intensify that issue.

Visitors come to our village because it is unique and quaint. Having apartment complexes and a large amount of growth would take away for what Ferndale is forever. We are here because we love our small town life. If we wanted to be in a larger more congested area, we would live there.

Please vote this proposal down.

Respectfully,

Lynne and Lee Shoblom

[REDACTED]

Sent from my iPhone

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**Michelle Nielsen** <michellen@planwestpartners.com>

Sat, Apr 8, 2023 at 9:05 AM

To: Krystle Heaney <krystleh@planwestpartners.com>, Vanessa Blodgett <vanessab@planwestpartners.com>

[Quoted text hidden]





Michelle Nielsen <michellen@planwestpartners.com>

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## Rezoning Parcels to R2 and R3

2 messages

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**Barbara Kreider** [REDACTED]  
To: longrangeplan@ci.ferndale.ca.us

Tue, Apr 18, 2023 at 11:52 AM

We are homeowners on 5th Street. We are very much opposed to ANY rezoning that would change the original R1 development plans that had preliminary approval and engineering requirements. There is a lot of traffic on 5th Street and many drivers travel at an unsafe speed. With schools nearby there are a lot of children walking to and from school. The high density plans from R1 to R2 and R3 will make this even more unsafe.

We do NOT want any higher density zoning that will increase traffic, crime and strain on the infrastructure. We feel single family homes will allow growth and preserve the small town community presence.

Michael and Barbara Kreider

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**Michelle Nielsen** <michellen@planwestpartners.com>

Tue, Apr 18, 2023 at 11:54 AM

To: Vanessa Blodgett <vanessab@planwestpartners.com>, Krystle Heaney <krystleh@planwestpartners.com>

[Quoted text hidden]



Michelle Nielsen <michellen@planwestpartners.com>

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## Comment In Support of Project

2 messages

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**Patch Fraga** [REDACTED]  
To: longrangeplan@ci.ferndale.ca.us

Mon, Apr 17, 2023 at 9:00 PM

Hello!

While I have seen negative flack on this project going around social media, it promoted me to sent in an email of support. It is so important locally & beyond to move away from generally unaffordable, unrealistic single family homes and into the new age of being able to accommodate new families into ferndale.

I fear new generations of the people who have lived here for years will NEVER be able to afford to buy a house here — so many newcomers with Bay Area money that will may many hundreds of thousands of dollars over asking price. It is essential that we still provide places for these generations to continue to live, thrive, work & love ferndale.

On an additional note, I would hope that rentals could be kept in line with a rent cap of some sort. When I was looking for a place to rent in ferndale in 2018, the cheapest one bedroom in a shared house was \$700. I eventually found a friend of a friend who was willing to rent me a room out of town for considerably less. Currently, families that have to move end up locked into horrible prices for less then ideal LIVING spaces.

Thank you!

--

**Chef Patch Fraga** (*he, him, his*)



**PATCHES'  
PASTRIES**

patchespastries.com



Ferndale, CA 95536

Open Monday - Thursday 8am - 3pm

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**Michelle Nielsen** <michellen@planwestpartners.com>

Tue, Apr 18, 2023 at 3:17 PM

To: Vanessa Blodgett <vanessab@planwestpartners.com>, Krystle Heaney <krystleh@planwestpartners.com>

[Quoted text hidden]



## Response to Zoning Draft Proposal April 15, 2023

Simply put, the proposed R1 land use designation change is not consistent with the Draft Plan language.

The draft proposal from Planwest is flawed because the "Proposed Land Use Element Goals LU1-LU4" will **not** "retain Ferndale's unique village character," nor will it "protect, preserve, restore, rehabilitate, and enhance open spaces and natural resources," or "conserve soil resources and minimize erosion and other soil depleting processes," by converting our prime agricultural land.

There are definite inconsistencies here in the Draft Plan. Kindly note that population projections clearly show any needed housing could be provided in existing residential areas, consistent with Draft Plan language and all of our citizens' clear support to "retain Ferndale's unique village character."

Is the city even aware that CEQA requires the preparation of a full EIR before public hearings begin? This is to identify all the adverse impacts of:

1. Converting prime ag land to residential housing, where there is no projected significant increase in population, and
2. Proposing sprawling residential development without making any efforts to "retain Ferndale's unique village character."

On a personal note, we purchased our property in 1996 specifically so we could keep a horse on the property. This suggested rezoning changes us from AE to R1 and imperils that right. Completely unacceptable.

And what will these plans do to drainage? We had flooding on our property this year. We can't imagine how additional housing will affect run off.

Opposed to this suggested draft plan,

John and Mary McKenzie

██████████ POB 1029

**Comments as citizens of Ferndale—**

We would like to see specific language as to:

- Height maximum of dwellings in all zones
- Lot size minimum as to maintain less density in all zones
- Examples of approved architectural styles, including approved building materials
- Specifications on safety as to Fire Department accessing property
- Guarantees that all neighbors will be informed of all development in advance so as to voice any concerns they may have

William Becker

Jennifer Fisk-Becker

[REDACTED]

PO 1006

Ferndale, CA 95536

April 15, 2023

[REDACTED]

*JF*



April 18, 2023

City of Ferndale  
P.O. Box 1095  
Ferndale, CA 95536

Re: Rezoning

To Council Members and Planning Committee,

We are writing this letter as a follow up to our email sent April 18, 2023 regarding the rezoning of parcels.

We are the property owners at 1100 5th Street. When we built this home it was with the intention that we would downsize from our current residence in McKinleyville and move into the home on 5th street that is smaller with less maintenance. The idea of high density apartment buildings is appalling! The rezoning of the parcels indicated in your recent letter will completely change the character of the town.

If you look at the neighboring cities like Eureka, Arcata, McKinleyville and even Fortuna you will see increased problems of crime and a strain on the infrastructure.

When we moved to McKinleyville 30 plus years ago it was a quiet community with very little crime. Massive amounts of high density building (including apartment buildings) has completely changed the town bringing with it detrimental effects of crime, drug use, homelessness and traffic problems. Living in McKinleyville has become more expensive because the roads, water and sewer systems are constantly having to be upgraded.

You will bring the same problems to Ferndale. We are opposed to ANY rezoning resulting in higher density. We feel single family homes will allow growth and preserve the small town community of Ferndale. 5th Street is already a busy road and many drivers travel at unsafe speeds. There are a lot of children walking to and from school on 5th Street. Increasing the density to R2 and R3 will increase traffic making it much worse than it already is.

We ask you to carefully consider the action you take on this rezoning, it will impact the future of Ferndale.

Sincerely,

Michael and Barbara Kreider

Handwritten signatures of Michael and Barbara Kreider in blue ink. The signature for Michael Kreider is on top, and the signature for Barbara Kreider is below it.

To the City Council members and the Planning Commission of Ferndale, CA.

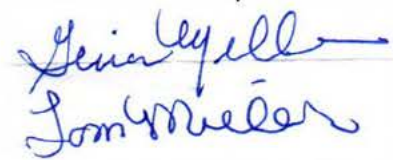
We are opposed to the zoning change from R-2 to R-3 for the property located at 1729 Ambrosini Ave.  
Ferndale, CA parcel #030-181-008-000.

Tom and Gina Miller

[REDACTED]  
Ferndale, CA 95536

Gina [REDACTED]

Tom [REDACTED]



Gina Miller  
Tom Miller