

**CITY OF FERNDALE – HUMBOLDT COUNTY CALIFORNIA – U.S.A.
STUDY SESSION**

Location:	City Hall	Date:	January 21, 2020
	834 Main Street	Time:	3:15pm – 5:15pm
	Ferndale CA 95536	Posted:	January 16, 2020

CALL STUDY SESSION TO ORDER – Mayor

REVIEW AND DISCUSS

- a. Ferndale Land Use Element Update

ADJOURN STUDY SESSION

City Council Study Session General Plan Land Use Element Update

RECOMMENDATION:

Review overall Land Use Element Outline and provide input on initial Goals and review process.

BACKGROUND:

The General Plan is a comprehensive, long-range planning document that guides the City's physical growth. Mandated by state law, the General Plan contains an integrated and internally consistent set of goals, policies, and implementation programs that seek to achieve the community vision.

The City's Land Use Element was last updated in 1986. It serves as the consolidated Land Use, Open Space and Conservation Elements 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.

DISCUSSION

The Land Use Element reflects the City's vision and guide future actions related to the type, distribution and intensity of uses, starting with the Goals. Policies further refine goals and Implementation Programs are the specific and actionable tasks for the planning period.

The Land Use Element Update will go through a community process guided by the Council and Planning Commission prior to adoption. This starts today with the study session; desired outcomes are to:

1. Review Land Use Element Outline
2. Provide initial Land Use Goals feedback
3. Provide input on the review process and schedule

Draft Element Outline

Executive Summary

- Summary Outline:
- Overview of Land Use Element update;
- Discussion of housing, employment, population, and income trends;
- Discussion of community needs;
- Discussion of changing climate patterns and need to address issues in Land Use planning;
- Discussion of infill and reuse emphasis to decrease infrastructure costs; and
- Summary of goals, policies, and programs.
- Summary of key benefits.

This Land Use Element will include factors guiding land use changes such as housing and employment trends, population demographics, household income, and community needs. A summary of HSU Student 2018 Capstone Project recommendations can be included.

The Element will include policies and programs to improve public health, reduce infrastructure costs, enhance local economies, and address long-term environmental issues such as climate change and water resources, following Governor's Office of Planning and Research (OPR) Guidelines.

Provide an overview of regional sustainable communities strategies & coordination that concerns that element update and Tribal consultation which will include reaching out to local area tribes, Bear River Band of Rohnerville Rancheria and Wiyot, for input on historical land uses and desired outcomes in the region.

Chapter 1: Existing Land Uses and Resources

This Chapter will describe how the Land Use Element establishes use type, location, density, and intensity. Summarize previous Land Use Element, Ferndale growth patterns to date since last update, setting/context, and areas of special interest and concern. This will also include potential development forecast and different buildout scenarios based on population growth and trends, community and regional demographics, the local mix of jobs and housing, economic trends, and infrastructure needs as per OPR guidelines.

Introduction

Setting and Context

Key Community Assets

- Main Street Historic District
- Creamery District
- Russ Park
- Humboldt County Fairgrounds (County Property in City Limits)
- Open Space and Agricultural Land

Areas of Special Concern/ Physical Limitations

- Francis Creek Watershed / Salt River Restoration
- Coastal Agriculture
- Upland Timber and Grazing

Internal consistency with other elements

Military Facilities

There are no current or planned military facilities in the area. Previous Navy Housing facilities have been converted into residential housing units.

Chapter 2: Land Use Diagram/Charts

This Chapter will provide the Land Use Diagram, updated maps and figures with potentially new land use designations, overlay areas and boundaries. Diagrams showing demographic trends such as age, income, persons per household, vehicle ownership rates, etc. will also be included as per OPR guidelines.

Land Use Diagram

This diagram will be the basis for land use considerations and permitted uses for the lifetime of the document or until changes are applied for an approved by the City Council by resolution. The diagram will include the general location of open space, agricultural, natural resources, public facilities (including schools), and residential areas (including densities). These land uses are outlined in the OPR guidelines along with others as outlined in Chapter 4. Designation of land uses can help build themes within the City for desired land use practices use as conservation of agricultural practices and preservation of historical resources. Designations of public facility locations are especially important since, according to OPR guidelines, new or enhanced public facilities can catalyze other planned development as well as redevelopment of existing areas.

Areas of Special Concern Map

This diagram will highlight areas of importance to the City such as the Francis Creek/ Salt River watershed, coastal agricultural lands, and others as discussed in Chapter 1.

Community Assets Map

This diagram highlights areas considered to be assets to the City. This includes the Main Street Historic District, Creamery District, Fairgrounds, and other areas as discussed in Chapter 1.

FEMA Flood Map

A figure will be included that shows FEMA flood area designations. This information is important for planning future public facility locations and infrastructure needs. Ideally, vital public facilities would be located outside flood areas. However, in areas designated as FEMA flood areas, it is important make sure adequate infrastructure is in place to manage potential flood waters. As per OPR guidelines, when fully informed by applicable flood information and assessments of climate change impacts and management practices, careful land use planning can effectively reduce vulnerability to potential flood damage in cities.

Sphere of Influence / Planning Area Map

This is a general diagram that outlines areas around the City boundary that are potentially influenced by City activities.

Overlay Maps - Design Review

This diagram shows the area of the City that is subject to different overlays, an area designation placed over one or more zoning districts, such as the Design Review overlay.

Land by use type and area graph

This graph will show total acreage of each land use designation within the City.

Chapter 3: Guiding Principles and Goals

This Chapter will outline guiding principles and goals, including those from HSU Capstone Project. These goals will set the organizational foundation for the General Plan Update planning process. Goals are subject to change and will evolve based on further input from community, staff, council, and commissions.

Guiding Principles: Preserve Historic Community values while accommodating a vibrant future

Draft Goals

1. Preserve existing open space and agricultural land.
2. Promote infill and commercial activity in existing areas (Main St. Historic District, Creamery).
3. Encourage resident-serving businesses (e.g. professional offices) while maintaining tourism services in core areas.
4. Support Light Industrial uses (e.g. manufacturing, research & development, recreation-based manufacturing).
5. Ensure new development is compatible with existing historic architecture and character.
6. Promote mixed use and multi-family development to increase housing supply, accessibility and affordability.
7. Encourage infill development outside of 100-year floodplain.
8. Encourage housing development for special needs populations with emphasis on providing low-maintenance housing for seniors.
9. Encourage multimodal transportation throughout the City and connection with larger area networks.

Goals from 1986 Land Use Element (shown below), will be referenced to show the historic land use goals and how the current Element builds upon those goals while taking current trends into consideration.

OVERALL GOAL

The Ferndale General Plan should encourage the following:

- a) A small town living environment.
- b) A sense of community cohesiveness.
- c) Balanced use of economic and residential community resources.
- d) The Victorian architectural heritage.
- e) Maximum reliance on local decision-making.
- f) Maintenance of the agricultural economic base of the community.

Chapter 4: Overall Land Use Objectives and Policies

This Chapter will provide objectives and implementable policies for each land use designation and addresses growth and overall objectives for all designations (e.g. maintain Main Street as commercial center, encourage infill and mixed use).

Provide general objectives for all general plan designations.

Growth: Discussion of growths and trends.

Land Use Designations: Existing land use designations will be evaluate and update. Add specific objectives, density/intensity, & policies for all designations.

Chapter 5: Overlay/Combing Districts

Chapter 5 provides a description of each overlay zone and its intention. For each overlay consider retaining, combining, deleting, or changing it. Provide maps of each Combining District overlay.

Chapter 6: Implementation Measures

This Chapter will outline existing & updated implementation measures in alignment with new objectives and policies. With implementation measures it is important to maintain consistency with the overall general plan and the long-term vision for the City. As per OPR guidelines, implementation measures must be carefully chosen, reflective of local needs, and carried out as an integrated program of complementary and mutually reinforcing actions. Measures should be specific enough to implement the goals of the Element, while maintaining enough adaptability to allow flexibility in implementation throughout the lifetime of the Element. Measures must also be fiscally and technically feasible to be valid. Regional partnerships may help with maintaining the fiscal viability of some measures.

Incorporation of existing implementation measures as appropriate

Municipal Code Updates

Neighborhood Centers

Affordable Housing Development

Greenhouse Gas Emissions Reduction/ Climate Change / Renewable Energy

Waste Reduction, Building Efficiency & Sustainability Practices

Ferndale Land Use Element Update Preliminary Schedule

Housing and Land Use Consistency Review	Initial Input from City Committees	Scoping Meetings and Public Participation	Staff and Public Review Draft	CEQA Process	Final Land Use Element Hearing and Adoption
Jan. – Feb. 2020	Jan. – Mar. 2020	Apr. – Jun. 2020	May. – Nov. 2020	Nov. – Feb. 2021	Mar. 2021
<ul style="list-style-type: none"> Review Housing Element for programs to be included in Land Use update Review City Code for applicable changes to Land Use Review other General Plan Elements 	<ul style="list-style-type: none"> High level input from City Council Detailed work with Planning Commission Collaboration on goals and draft Land Use designations Collaboration on desired public input 	<ul style="list-style-type: none"> Public input workshops on policies and programs Collaboration with City staff on draft programs 	<ul style="list-style-type: none"> Compile input from public meetings and collaboration meetings Prepare admin draft of Land Use Element Review by City staff and Planning Commission Prepare public draft Land Use Element 	<ul style="list-style-type: none"> Determine appropriate CEQA document Draft document based on draft Land Use Element and any comments received Prepare Final CEQA document and other necessary filings 	<ul style="list-style-type: none"> Submit Final Land Use Element and CEQA document to City Council for adoption Submit final notices for CEQA

