



CITY OF FERNDALE

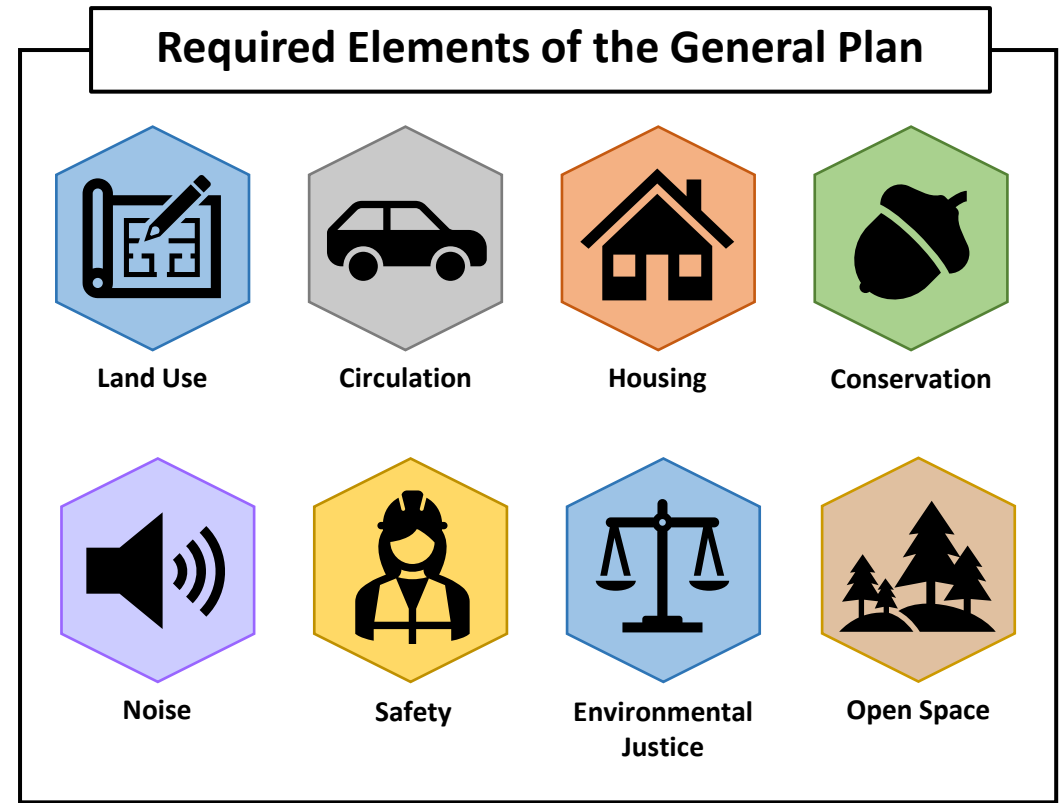
**Planning Commission
Regular Meeting
March 1, 2023**

**Ferndale General Plan
LAND USE ELEMENT**

Public Draft
March 2023

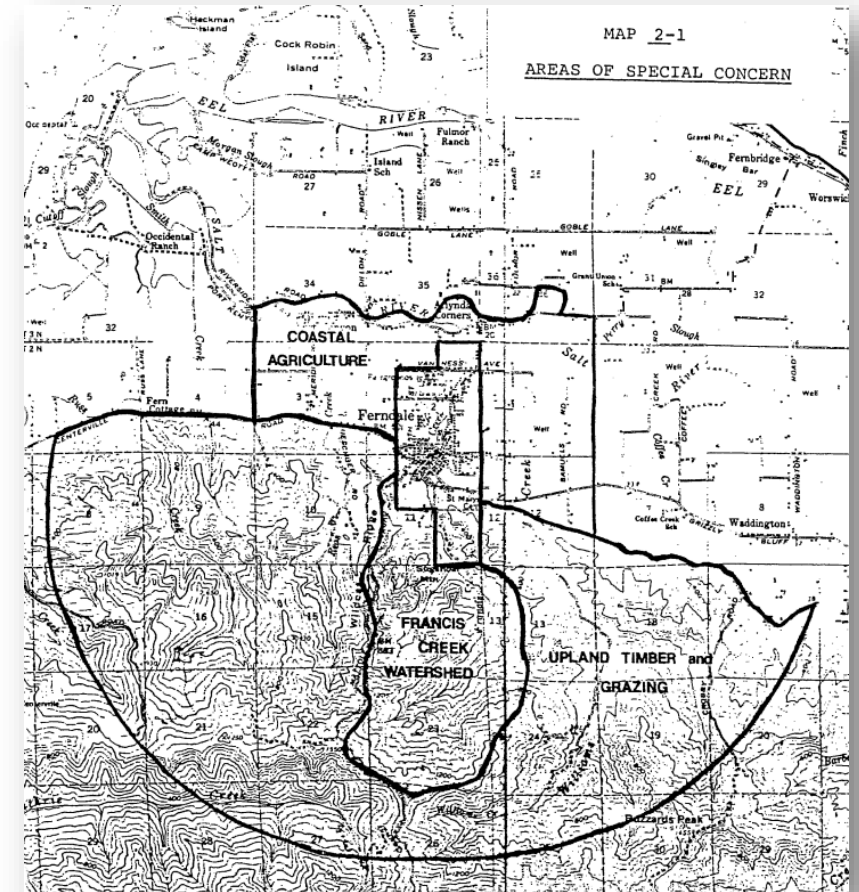
WHAT IS THE LAND USE ELEMENT?

- Part of the City's overall **GENERAL PLAN**
- Provides a guide to the City's vision for the future
- Sets **GOALS** and **POLICIES** for the overall layout and feel of the city
- Provides **IMPLEMENTATION PROGRAMS** to help achieve goals
- Sets **DENSITY STANDARDS** based on land use type
- Includes a land use diagram generally showing what will go where



WHY UPDATE THE ELEMENT?

- Defines and draws upon ideas and values of the community
- Establishes framework for land use and development proposals
- Changing economic/ demographic conditions
- Planning for sustainability and affordability
- Last update completed in 1986
- New State guidelines



FUNDING FOR THE UPDATE

- SB2 Grant Funds
 - Provides funding for several planning documents:
 - Land Use Element update
 - CEQA Compliance for Land Use and other draft elements
 - Zoning Code Amendments
 - ADU Outreach
 - Drainage Master Plan Update (**DONE!**)
- LEAP Grant Funds
- REAP Grant Funds



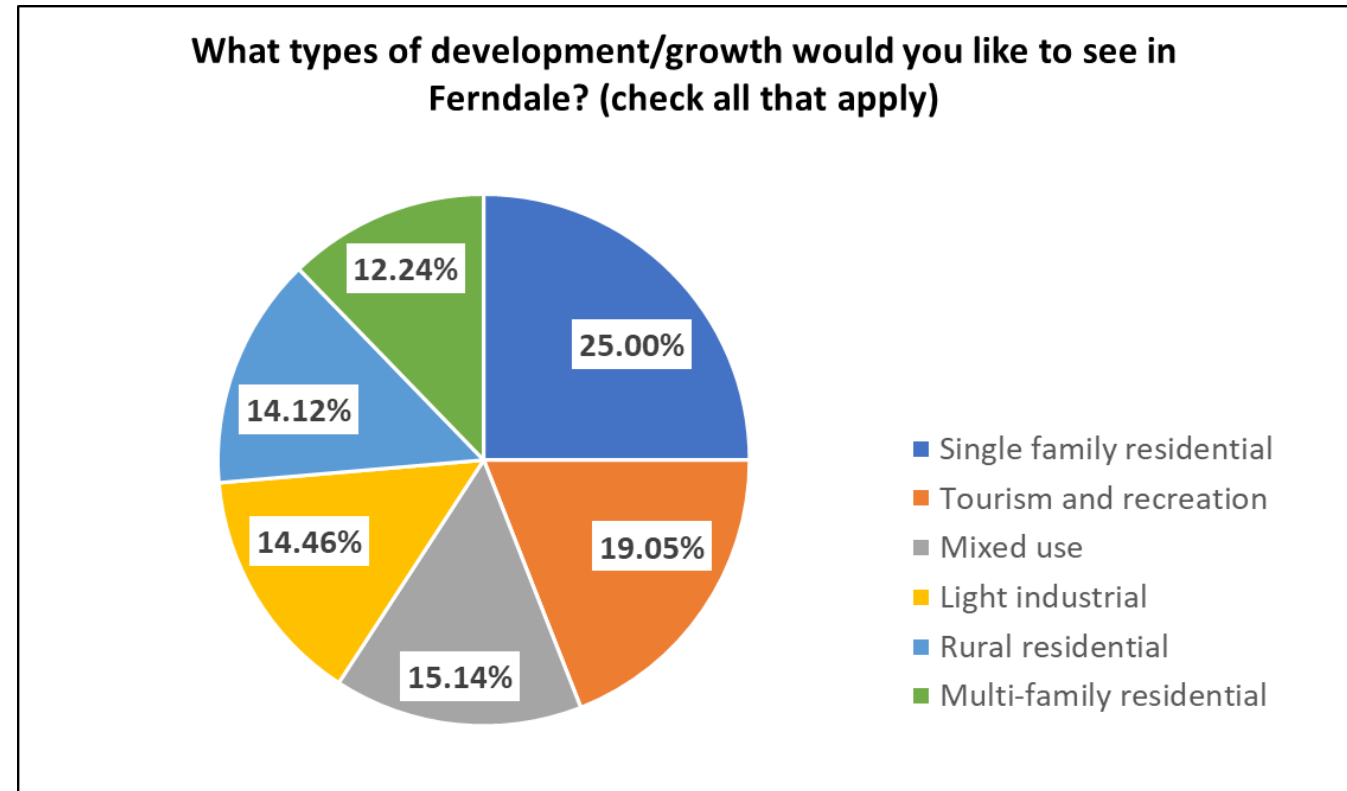
PROGRESS TO DATE

2020-2022	City Council and Planning Commission Study Sessions
2021	Land Use Element Public Survey
2021-2022	PC Review of Draft LU Descriptions, Goals and Policies
2022	Planning Commission Review of Draft Safety Element
2022-2023	Preliminary Land Use Diagram Alternatives drafted
2022-2023	Admin. Draft Land Use Element
Feb. 2023	CEQA Notice of Preparation of EIR distributed

PREVIOUS INPUT ON LAND USES

- Public Survey Common Themes:
 - Desire to maintain small town feel
 - Maintain historical, agricultural, and cultural resources
 - Importance of community events
 - Increase safety for pedestrians and cyclists
 - Development of senior housing
 - Desire to support schools

(225 responses received)





Ferndale General Plan LAND USE ELEMENT

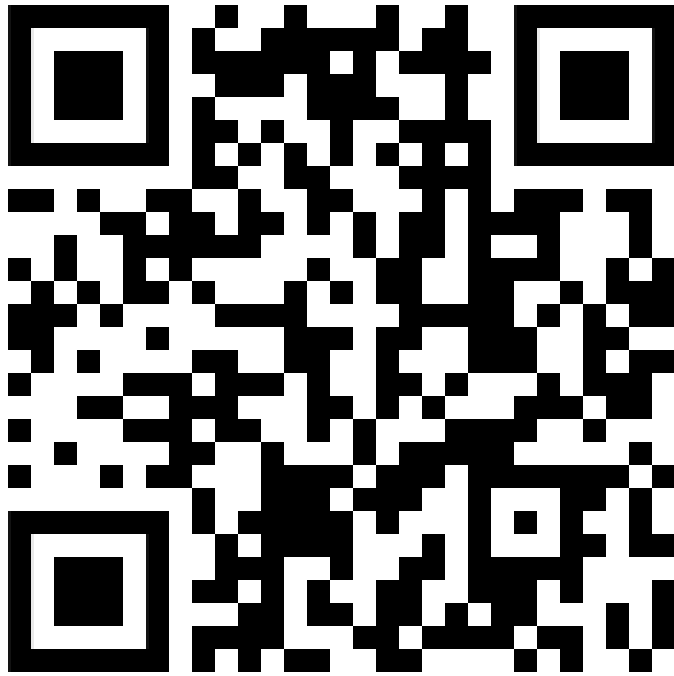
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CONTENTS OVERVIEW

Contents of the General Plan Elements are set by Government Code.



These requirements can be found in the Governor's Office of Planning and Research Guidelines at: www.opr.ca.gov/planning/general-plan/guidelines.html

Introduction

Existing Land Uses and Resources

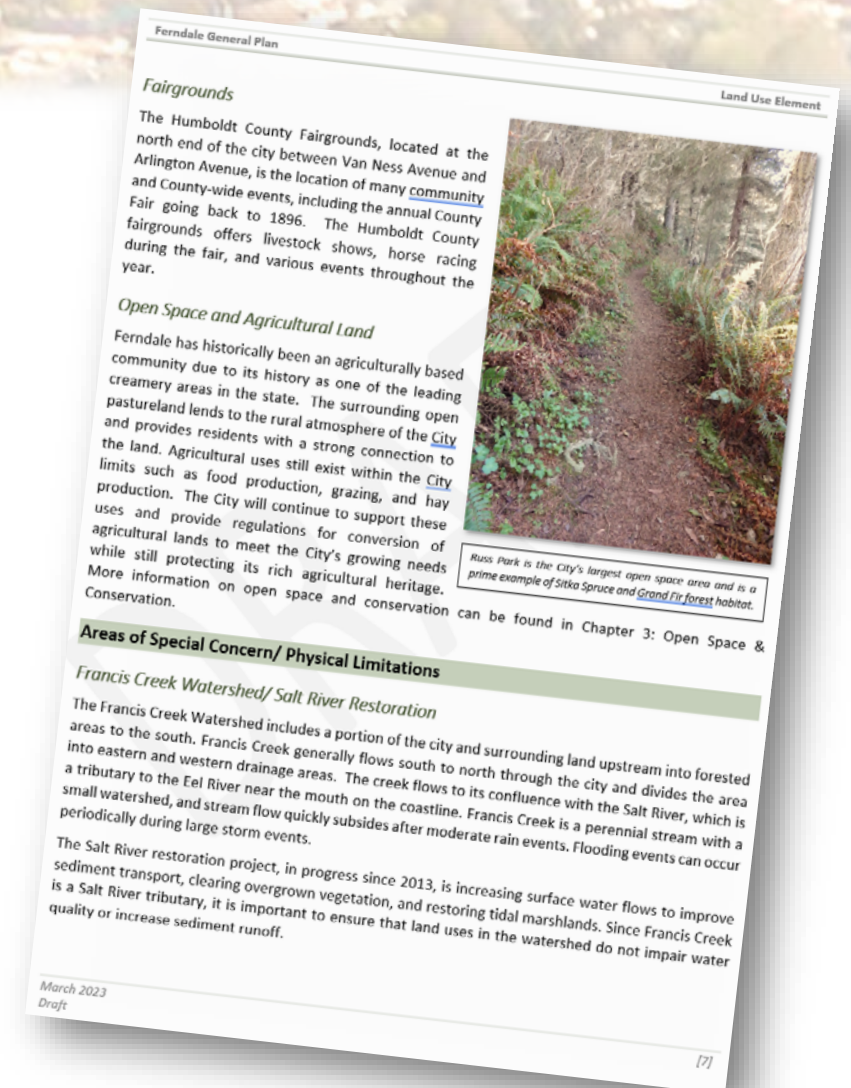
Land Use Designations & Land Use Diagram

Open Space and Conservation

Goals, Policies, and Implementation Programs

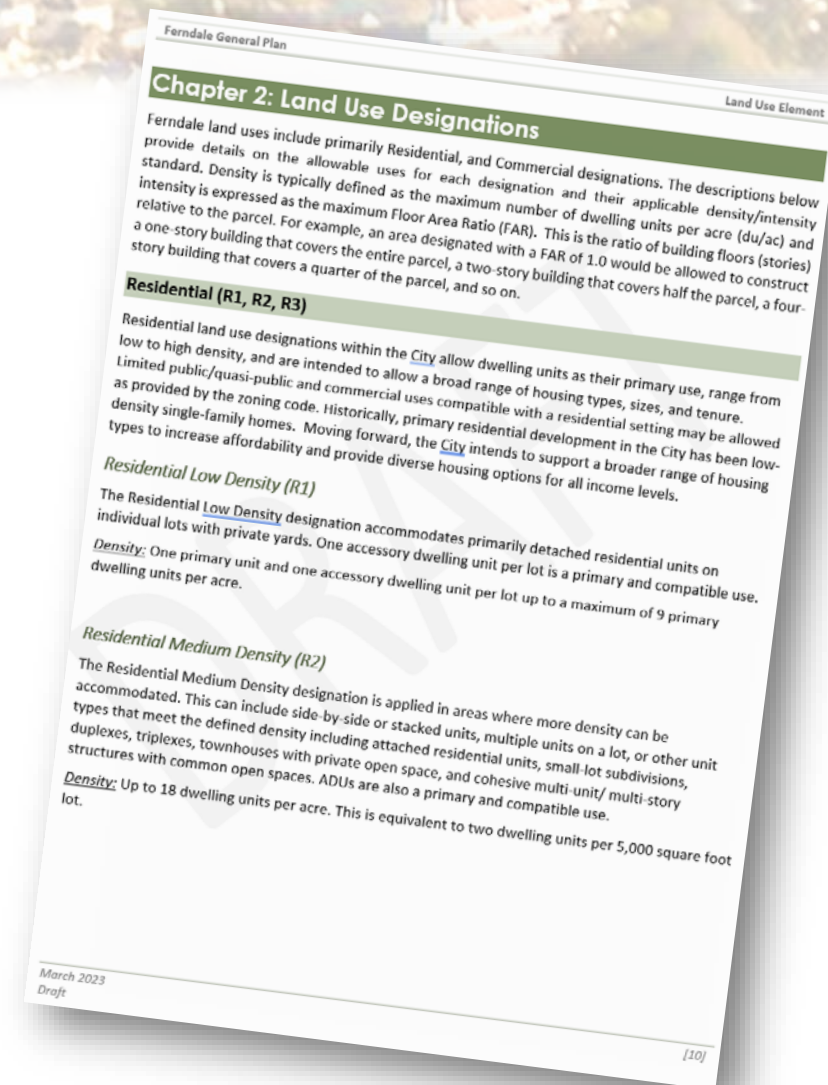
CHAPTER 1 EXISTING LAND USE & RESOURCES

- Background
- Setting and Context
- Key Community Assets
- Areas of Interest
- Internal Consistency with Other Elements
- Military Facilities



CHAPTER 2: LAND USE DESIGNATIONS

- Residential
 - Residential Low Density (R1)
 - Residential Medium Density (R2)
 - Residential High Density (R3)
- Commercial
 - Neighborhood Commercial (C1)
 - Community Commercial (C2)
- Other Designations
 - Public Facility (PF)
 - Agriculture Exclusive (AE)
 - Natural Resource (NR)
- Land Use Diagram



LAND USE DESCRIPTIONS AT-A-GLANCE

Name	Short Name	DU/AC or max FAR	Approx. # Primary Dwellings per Lot	Uses
Residential Low Density	R1	9 DU/AC	1	Single Family Home; ADUs
Residential Medium Density	R2	18 DU/AC	Multiple	Multi Family Homes; ADUs
Residential High Density	R3	27 DU/AC	Multiple	Cottages; Townhomes; Apartments; ADUs
Neighborhood Commercial	C1	FAR 2.5	Multiple	Neighborhood shopping; restaurants; offices; upper-floor residential; light industrial
Community Commercial	C2	FAR 3.0	Multiple	Community and visitor commercial services; upper floor residential and offices
Public Facility	PF	N/A	-	Any related to City business or public services like schools, parks, utilities, City offices, etc.
Agricultural Exclusive	AE	.25 DU/AC	1	Agricultural operations; primary residence; ADU; farm worker housing
Natural Resources	NR	-	-	Natural resource conservation; access and restroom facilities; buildings related to nature study/education with permit

CHAPTER 3 OPEN SPACE AND CONSERVATION

- Open Space
 - Natural Resources
 - Production of Resources
 - Outdoor Recreation
 - Public Health & Safety
- Conservation
 - Water Resources
 - Agriculture Resources
 - Forest Resources



CHAPTER 4 GOALS, POLICIES, & PROGRAMS

- **Goals** are general statements of community values or aspirations.
- **Policies** are more precise expressions of the community's position on particular issues, or how particular goals can be reached.
- **Implementation Programs** present specific actions the City or other identified entity will undertake to address policy issues and move closer to community's goals.

Ferndale General Plan

Land Use Element

Chapter 4: Goals, Policies, & Implementation Programs

The Land Use Element goals and policies provide a policy basis for guiding orderly development and redevelopment based on the Land Use diagram provided in Chapter 2.

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.

Implementation Programs present specific actions the City or other identified entity will undertake to address policy issues and move closer to community's goals. These might include ongoing City sponsored programs, time-specific actions, or further planning actions.

Goals and Policies

Goal LU-1 - To ensure Ferndale's growth will proceed in a thoughtful, orderly manner, retains its unique village character, and is located where there are efficient and equitable public services available.

Policy LU-1.1 – Diverse Uses: Maintain a diverse range of compatible land uses that offer adequate flexibility to respond to evolving market opportunities.

Policy LU-1.2 – Community Amenities: Provide safe, clean, and pedestrian friendly streetscapes and public spaces through careful design and active maintenance of sidewalks, landscaping, street furnishings, park furnishings, lighting, public art and other elements.

Policy LU-1.3 –Design Standards: Ensure new development is compatible with existing historic architecture and character by creating objective development design standards in order to maintain the small-town charm of the City.

Policy LU-1.4 – Residential Infill: The infilling and completion of residential neighborhoods should be encouraged to take full advantage of available public services.

Policy LU-1.5 – Diverse Housing: Promote a diversified housing stock throughout the City in order to increase housing supply, types, accessibility, and affordability for individuals and families of all incomes.

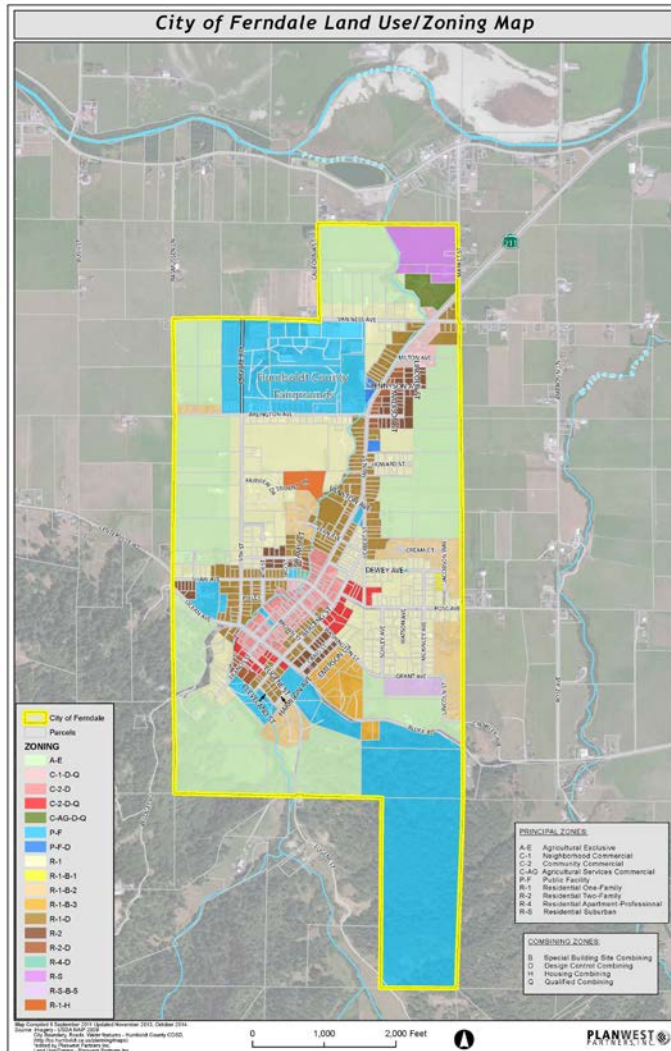
Policy LU-1.6 – Special Needs and Senior Housing: Work with community organizations and developers to develop housing for special needs populations with an emphasis on ADA accessibility, universal design, and low-maintenance housing for seniors to support those who wish to age in place.

March 2023
Draft

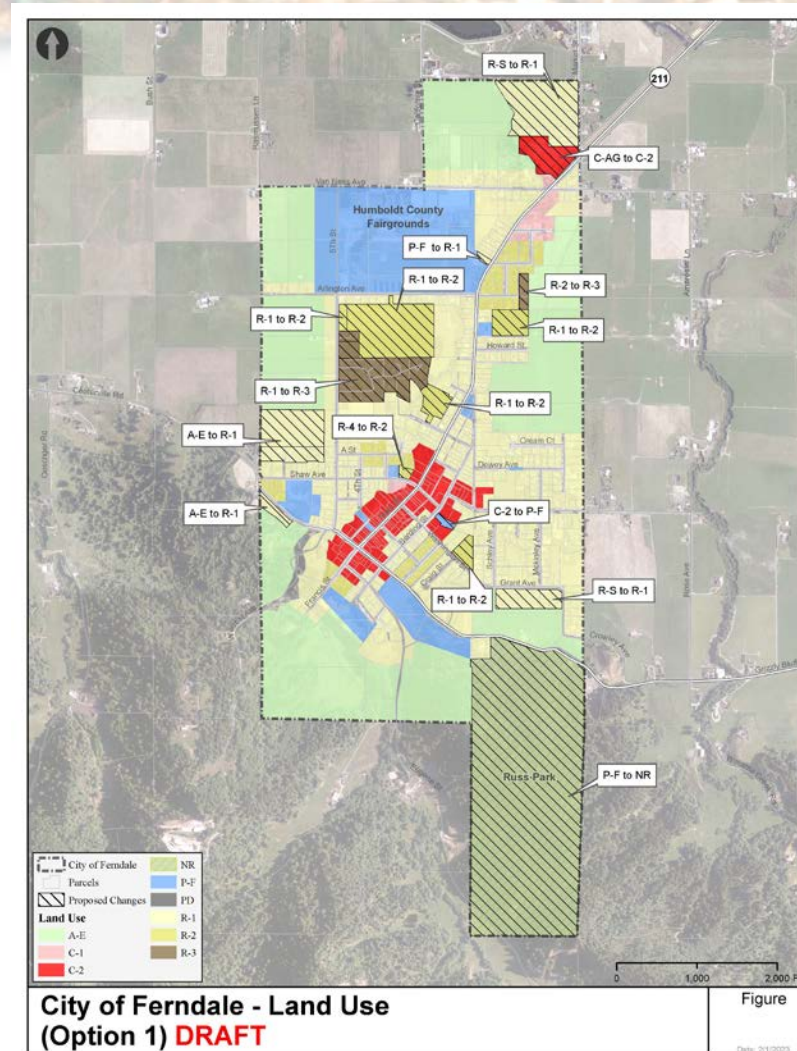
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LAND USE DIAGRAM ALTERNATIVES

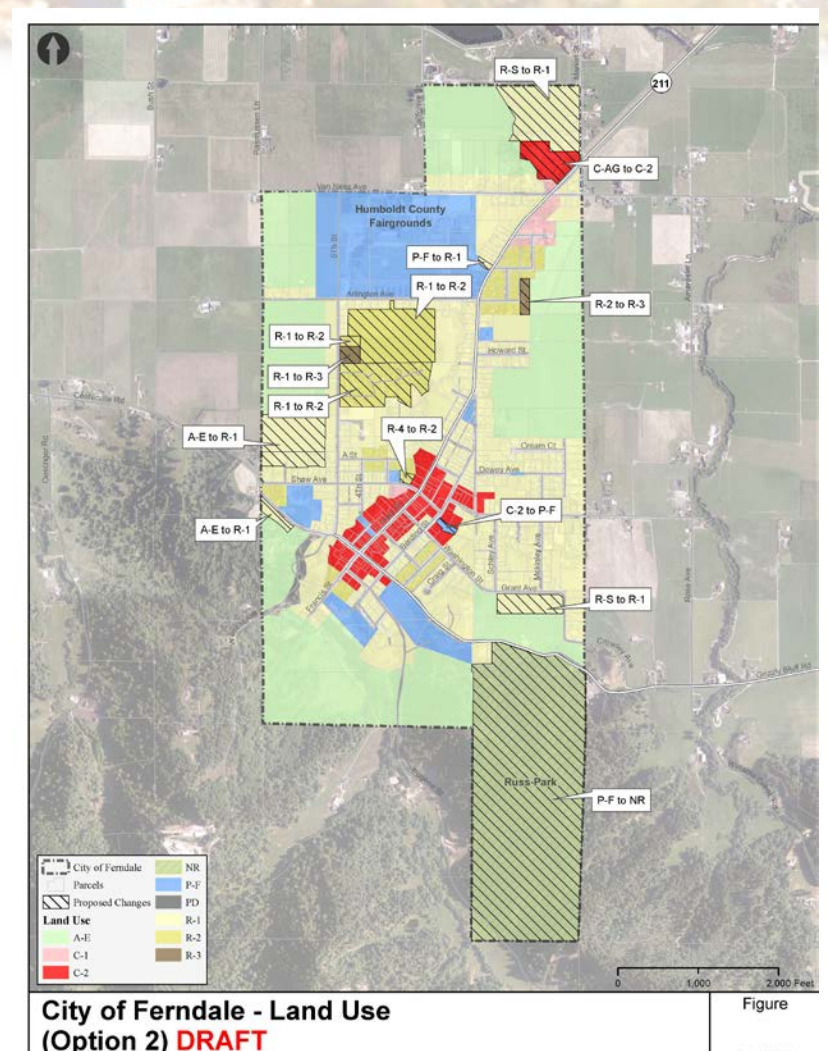
EXISTING



ALTERNATIVE 1

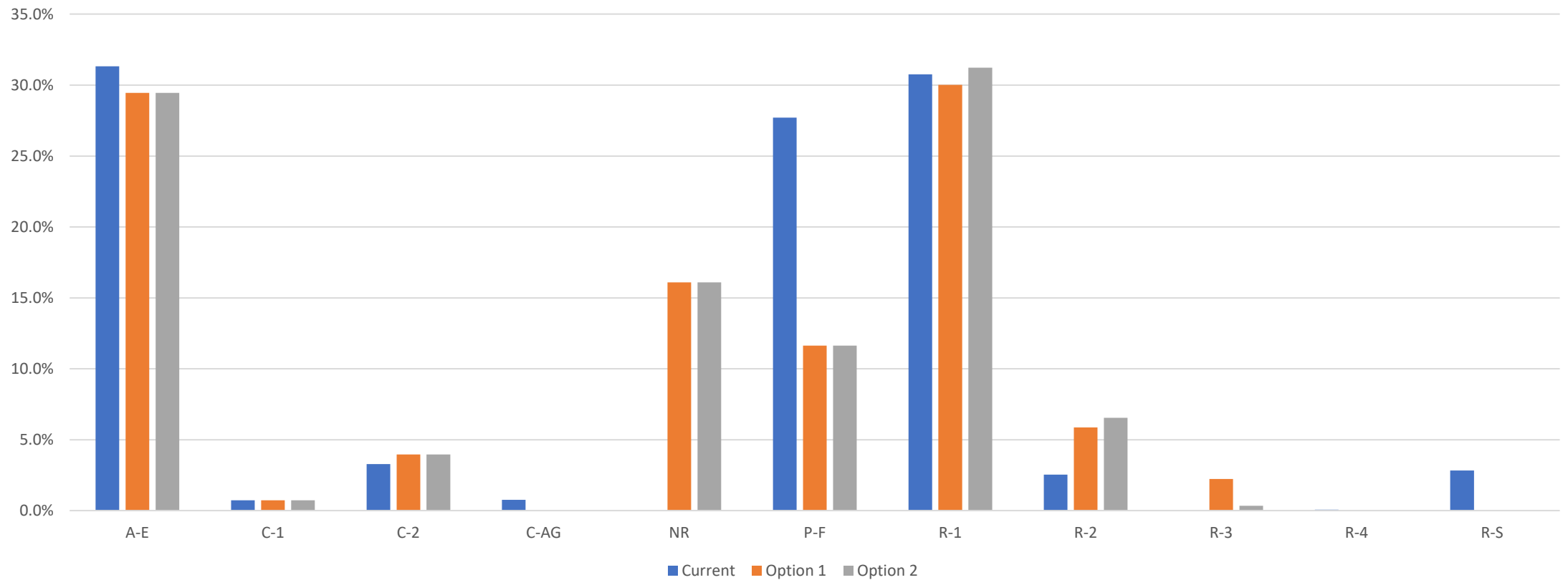


ALTERNATIVE 2



LAND USE OPTIONS COMPARISON

Land Use Comparison (percentages)



LAND USE OPTIONS COMPARISON

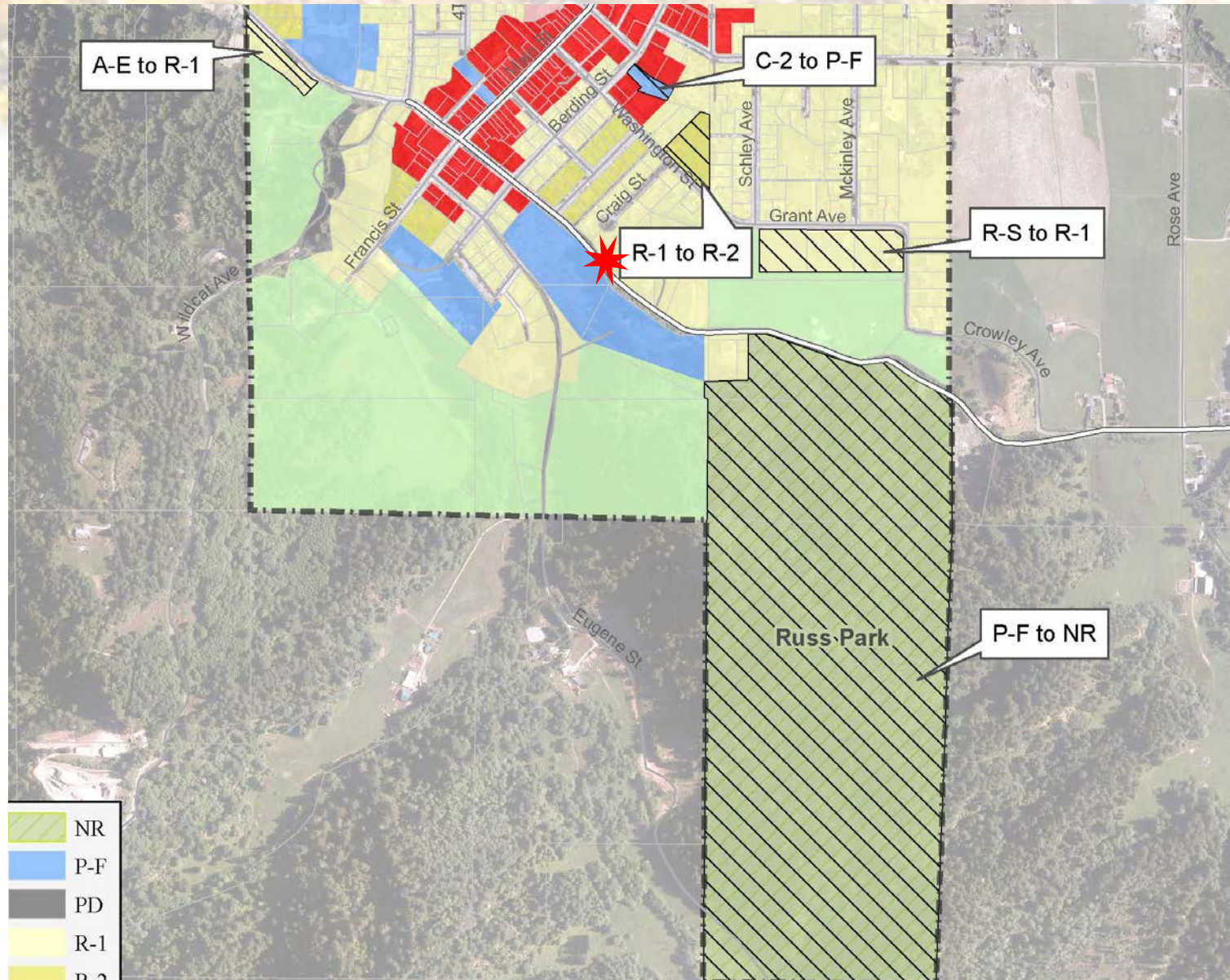
Land Use	Existing Land Use		Option 1		Option 2	
	Acreage	% of Total	Acreage	% of Total	Acreage	% of Total
AE	218.8	31.3%	208.7	29.4%	205.7	29.4%
C1	5.1	0.7%	5.1	0.7%	5.1	0.7%
C2	22.9	3.3%	27.7	4.0%	27.7	4.0%
C-AG	5.3	0.8%	0	0%	0	0%
NR	0	0%	112.4	16.1%	112.4	16.1%
PF	193.5	27.7%	81.3	11.6%	81.3	11.6%
R1	214.9	30.8%	209.7	30%	218.2	31.2%
R2	17.8	2.5%	41	5.9%	45.7	6.5%
R3	0	0%	15.6	2.2%	2.4	0.3%
R4	0.5	0.1%	0	0%	0	0%
RS	19.7	2.8%	0	0%	0	0%

LAND USE DIAGRAM – ALTERNATIVE 1

Indicates
difference
between
Alternative
1 and 2



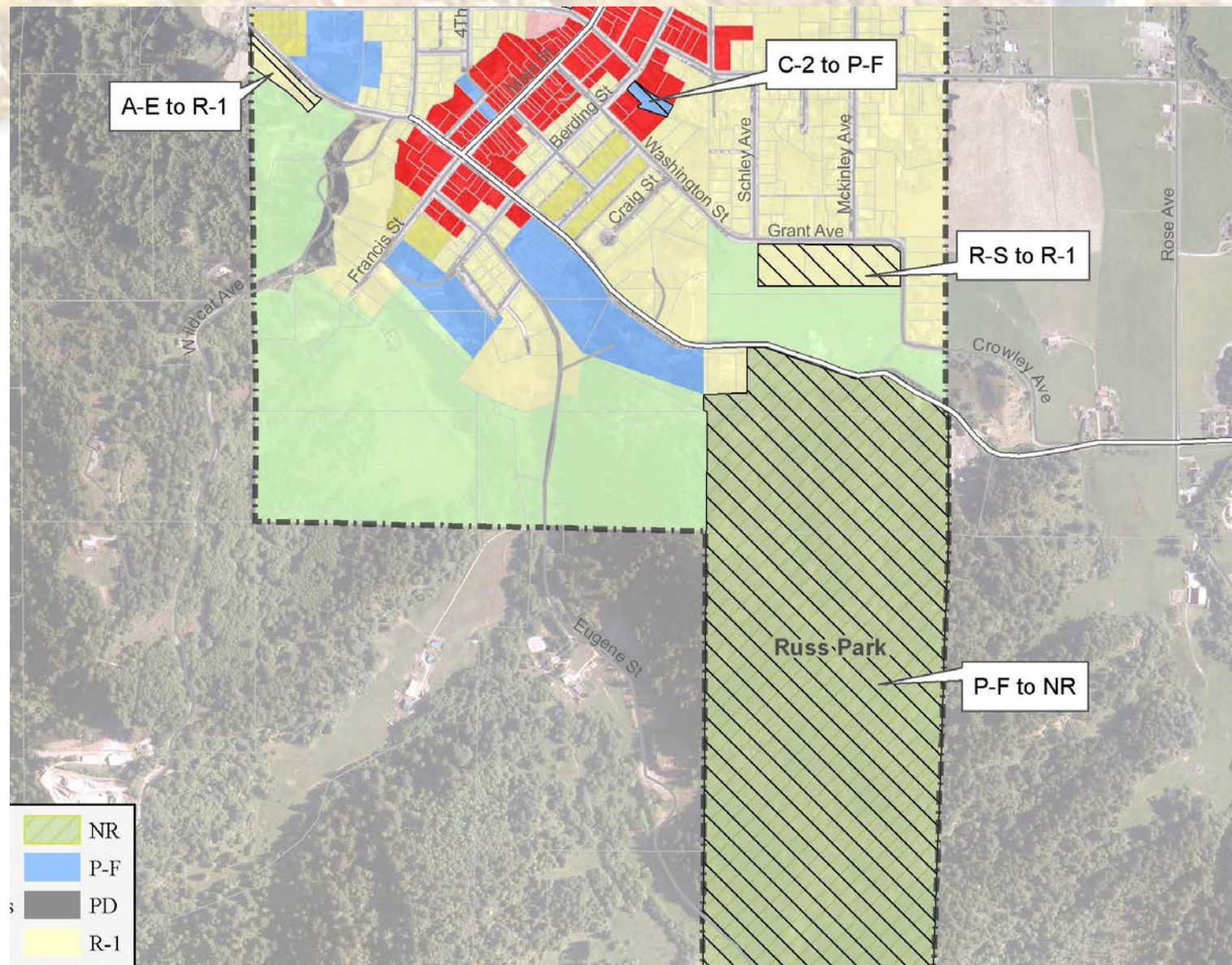
LAND USE DIAGRAM – ALTERNATIVE 1



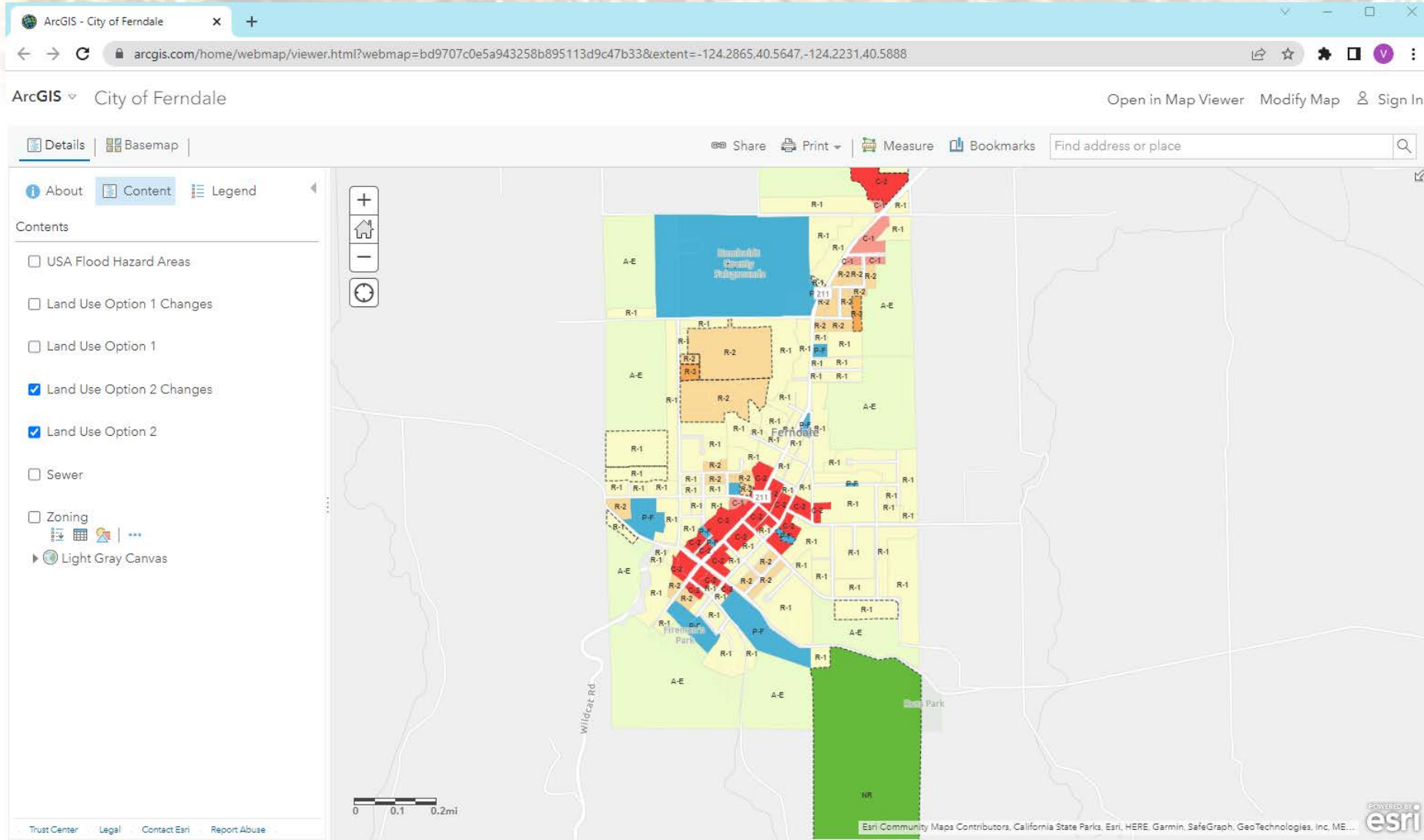
Indicates
difference
between
Alternative
1 and 2

LAND USE DIAGRAM – ALTERNATIVE 2

LAND USE DIAGRAM – ALTERNATIVE 2



LAND USE WEB MAP

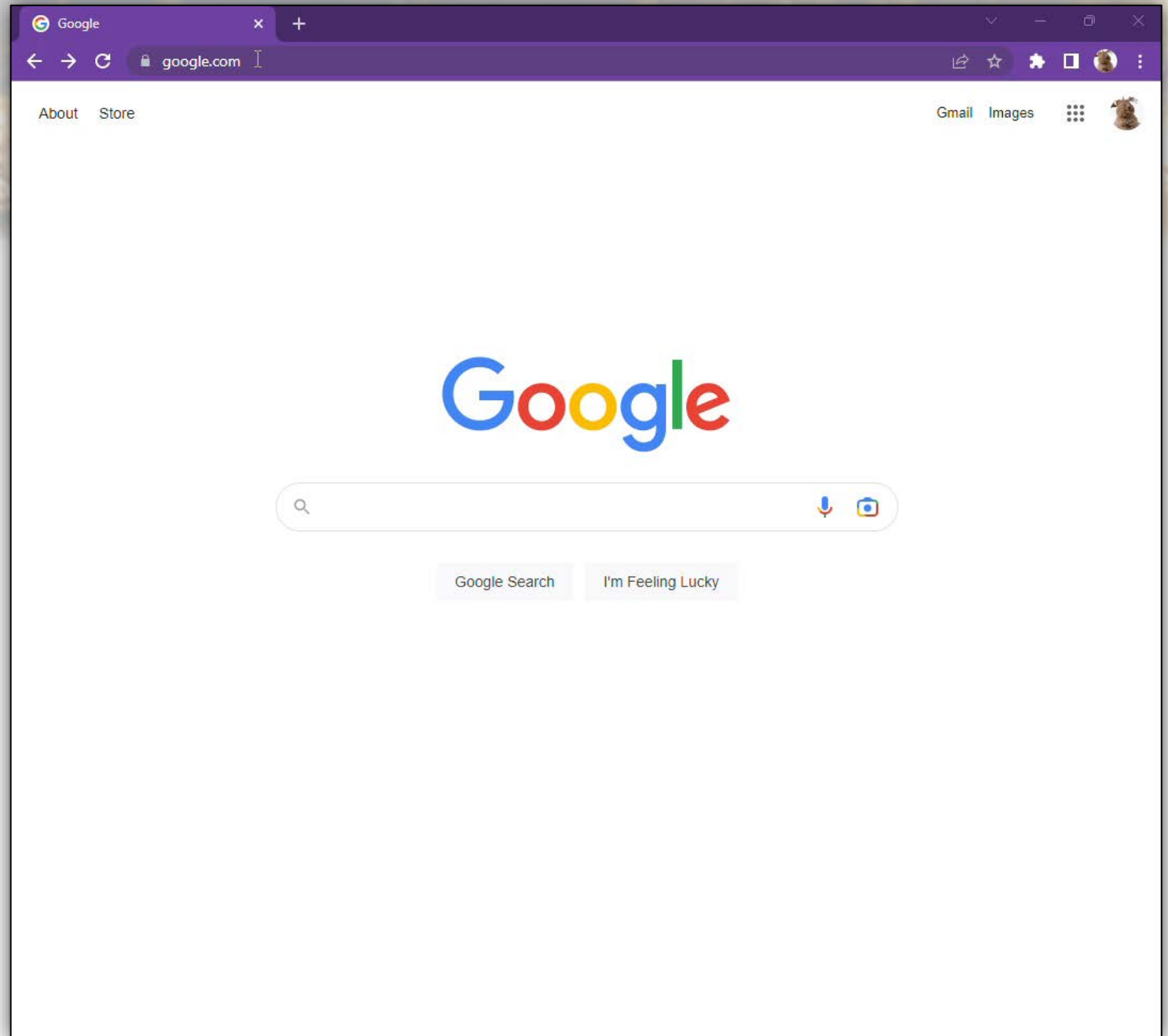


<https://arcg.is/09T5f8>

LAND USE WEB MAP



<https://arcg.is/09T5f8>





PROPOSED LAND USE ELEMENT GOALS

- **Goal LU-1** - To ensure Ferndale's growth will proceed in a thoughtful, orderly manner, retains its unique village character, and is located where there are efficient and equitable public services available
- **Goal LU-2** - A welcoming and supportive environment for businesses to grow, thrive and continue to contribute positively to Ferndale's economy.
- **Goal LU-3** - Protect, preserve, restore, rehabilitate, and enhance open spaces and natural resources.
- **Goal LU-4** - Conserve soil resources and minimize erosion and other soil depleting processes.

PROPOSED LAND USE ELEMENT GOAL 1 POLICIES

Goal LU-1 - To ensure Ferndale's growth will proceed in a thoughtful, orderly manner, retains its unique village character, and is located where there are efficient and equitable public services available.

- Policy LU-1.1 – Diverse Uses
- Policy LU-1.2 – Community Amenities
- Policy LU-1.3 – Design Standards
- Policy LU-1.4 – Residential Infill
- Policy LU-1.5 – Diverse Housing
- Policy LU-1.6 – Special Needs and Senior Housing
- Policy LU-1.7 – Planned Development
- Policy LU-1.8 – Multi-Modal Transportation
- Policy LU-1.9 – Right-of-Ways
- Policy LU-1.10 – Community Spaces

PROPOSED LAND USE ELEMENT GOAL 2 POLICIES

Goal LU-2 - A welcoming and supportive environment for businesses to grow, thrive and continue to contribute positively to Ferndale's economy.

- Policy LU2.1 – Commercial Infill
- Policy LU2.2 – Tourism and Resident Services
- Policy LU2.3 – Existing Buildings and Sites
- Policy LU2.4 – Light Industrial Uses
- Policy LU2.5 – Main Street Historic Area Preservation, Uses, and Activities
- Policy LU2.6 – Existing Commercial Areas Revitalization
- Policy LU2.7 – Increase Residential Uses
- Policy LU2.8 – City Parking Standards

PROPOSED LAND USE ELEMENT GOAL 3 POLICIES

Goal LU-3 - Protect, preserve, restore, rehabilitate, and enhance open spaces and natural resources.

- Policy LU-3.1 – Conservation
- Policy LU-3.2 – Improve Drainage
- Policy LU-3.3 – Manage Flood Plains
- Policy LU-3.4 – Francis Creek Corridor
- Policy LU-3.5 – Forest Lands Preservation
- Policy LU-3.6 – Acquisition

PROPOSED LAND USE ELEMENT GOAL 4 POLICIES

Goal LU-4 - Conserve soil resources and minimize erosion and other soil depleting processes.

- Policy LU-4.1 – Russ Park Stewardship
- Policy LU-4.2 – Francis Creek Riparian Habitat Enhancement and Erosion Control
- Policy LU-4.3 – Agricultural Use Preservation

PROPOSED LAND USE ELEMENT PROGRAMS

**LU-IP1:
Development
Design Standards**

**LU-IP2: Zoning
Code Updates**

**LU-IP3: Planned
Development
Designation**

**LU-IP4: Establish
Neighborhood
Names**

**LU-IP5: Drainage
Infrastructure
Funding**

**LU-IP6: Drainage
Master Plan
Priorities**

**LU-IP7: Stream
Set Back
Ordinance**

**LU-IP8: Citywide
Parking Study**

**LU-IP9: Open
Space Action
Program**

NEXT STEPS

- **March 2023:** Draft Land Use Element document and map options released to public
- **March 2023:** Notify landowners of proposed land use designation changes
- **March or April 2023:** Public Meeting
- **March-June 2023:** Conduct CEQA review
- **Fall 2023:** Zoning Code updates for consistency
- **Fall 2023:** Adopt updated Land Use Element



HOW TO STAY INFORMED

- City web site <https://ci.ferndale.ca.us/documents/general-plan/>
- Email: longrangeplan@ci.ferndale.ca.us



General Plan

Land Use Update Documents & Activities....Happening Now!!!



Land Use Element



Land Use Map 1



Land Use Map 2

Thank you!!
Any questions?

