



CITY OF FERNDALE

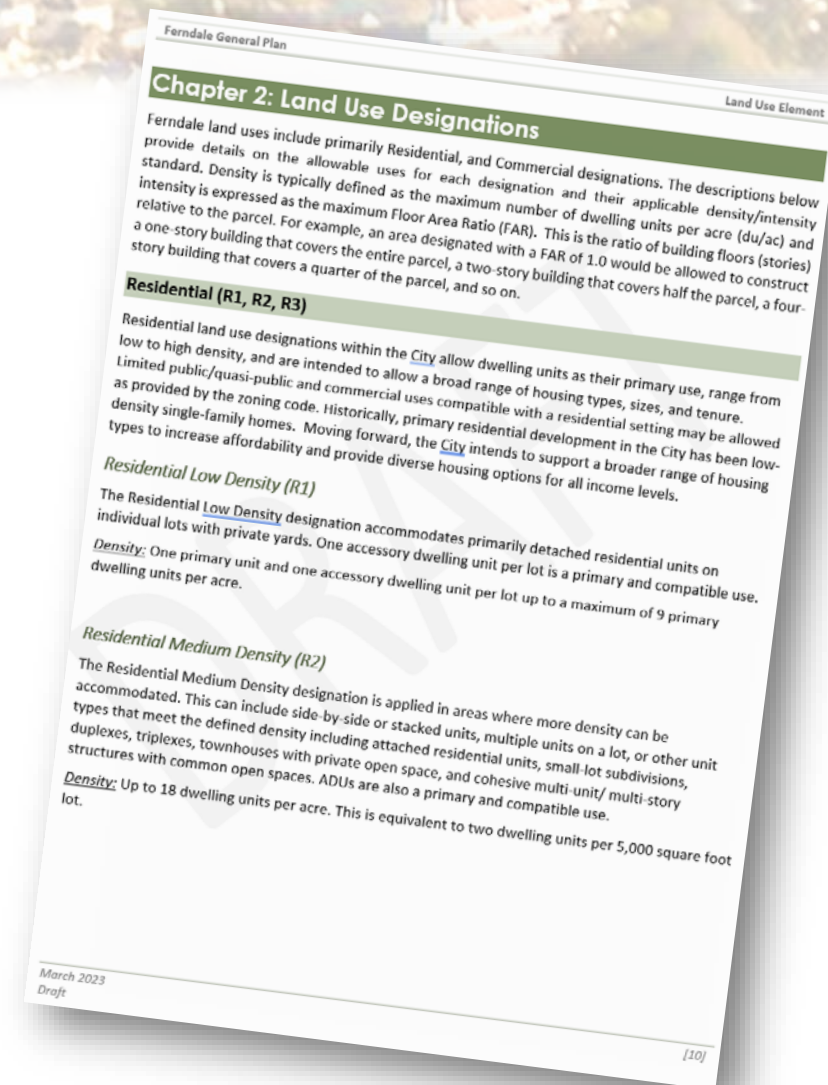
**Planning Commission
Regular Meeting
April 5, 2023**

**Ferndale General Plan
LAND USE ELEMENT**

Public Draft
March 2023

LAND USE DESIGNATIONS

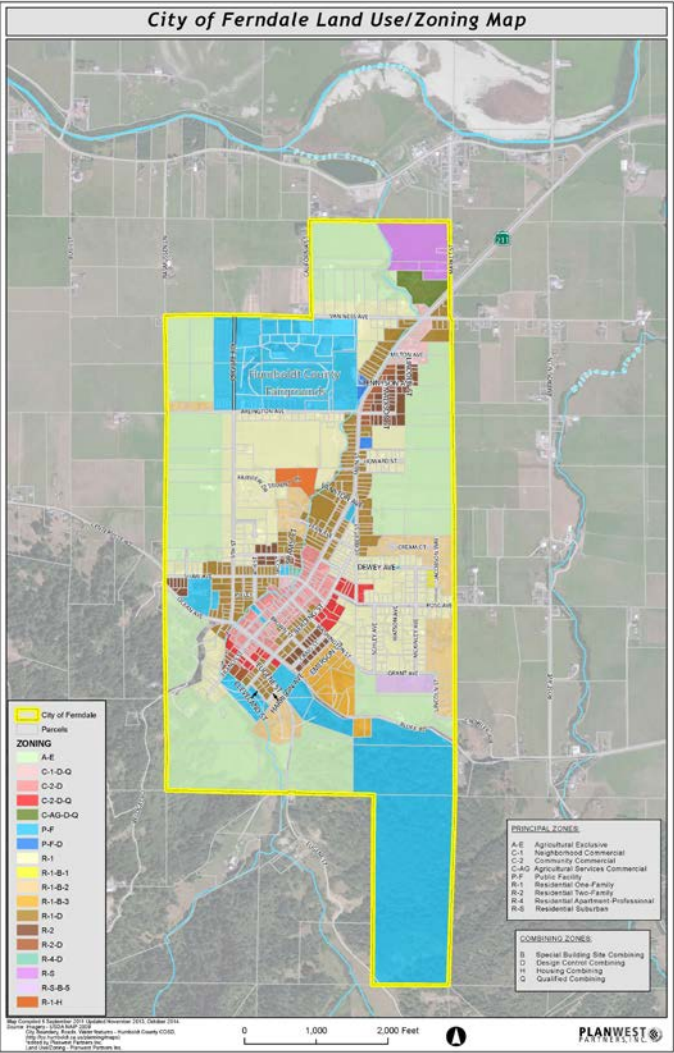
- Residential
 - Residential Low Density (R1)
 - Residential Medium Density (R2)
 - Residential High Density (R3)
- Commercial
 - Neighborhood Commercial (C1)
 - Community Commercial (C2)
- Other Designations
 - Public Facility (PF)
 - Agriculture Exclusive (AE)
 - Natural Resource (NR)



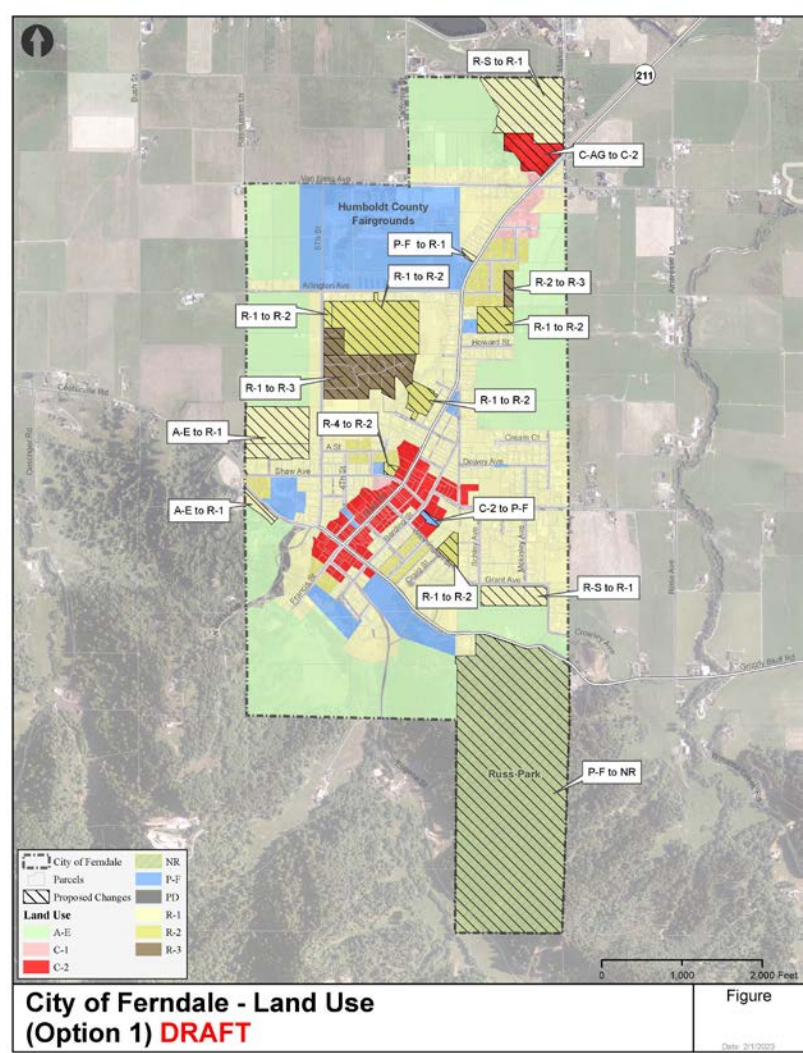
Name	Short Name	Proposed DU/AC or max FAR	Existing DU/AC	Uses
Residential Low Density	R1	9 DU/AC	7 DU/AC	Single Family Home; ADUs
Residential Medium Density	R2	18 DU/AC	14 DU/AC	Single and Multi Family Homes; ADUs
Residential High Density	R3	27 DU/AC	21 DU/AC	Cottages; Townhomes; Apartments; ADUs
Neighborhood Commercial	C1	FAR 2.5 27 DU/AC	N/A 21 DU/AC	Neighborhood shopping; restaurants; offices; upper-floor residential; light industrial
Community Commercial	C2	FAR 3.0 27 DU/AC	N/A 21 DU/AC	Community and visitor commercial services; upper floor residential and offices
Public Facility	PF	N/A	N/A	Any related to City business or public services like schools, parks, utilities, City offices, etc.
Agricultural Exclusive	AE	.25 DU/AC	.25 DU/AC	Agricultural operations; primary residence; ADU; farm worker housing
Natural Resources	NR	N/A	N/A	Natural resource conservation; access and restroom facilities; buildings related to nature study/education

LAND USE DIAGRAM ALTERNATIVES

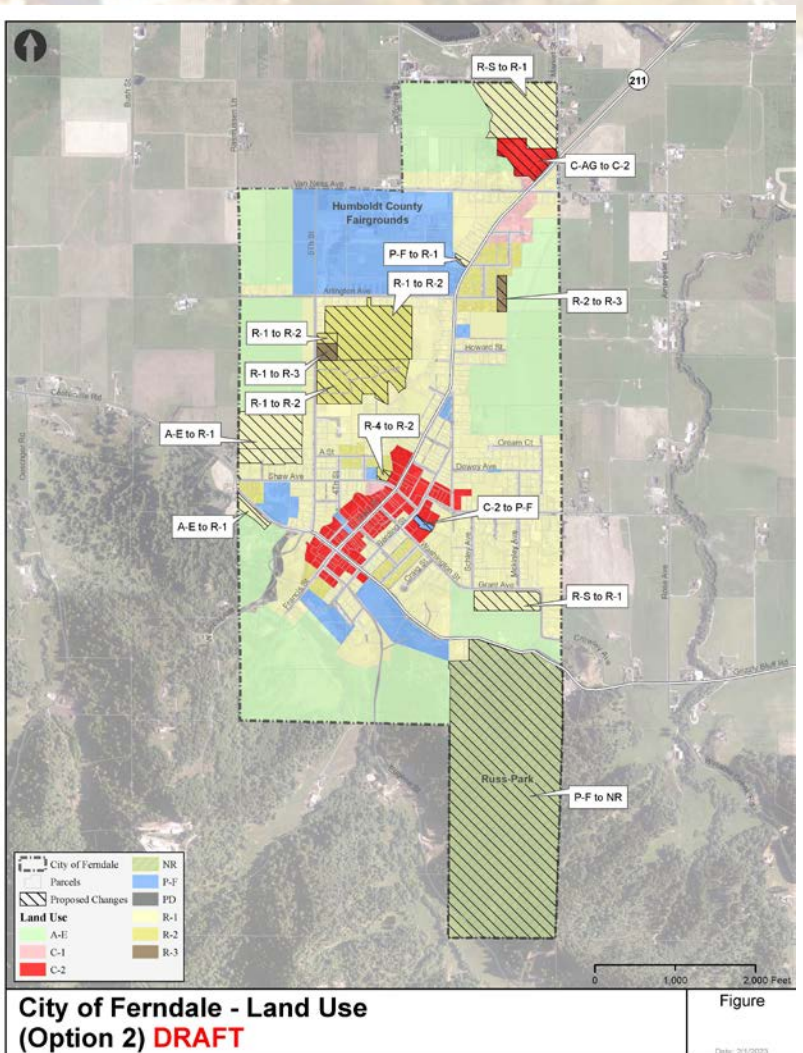
EXISTING



ALTERNATIVE 1

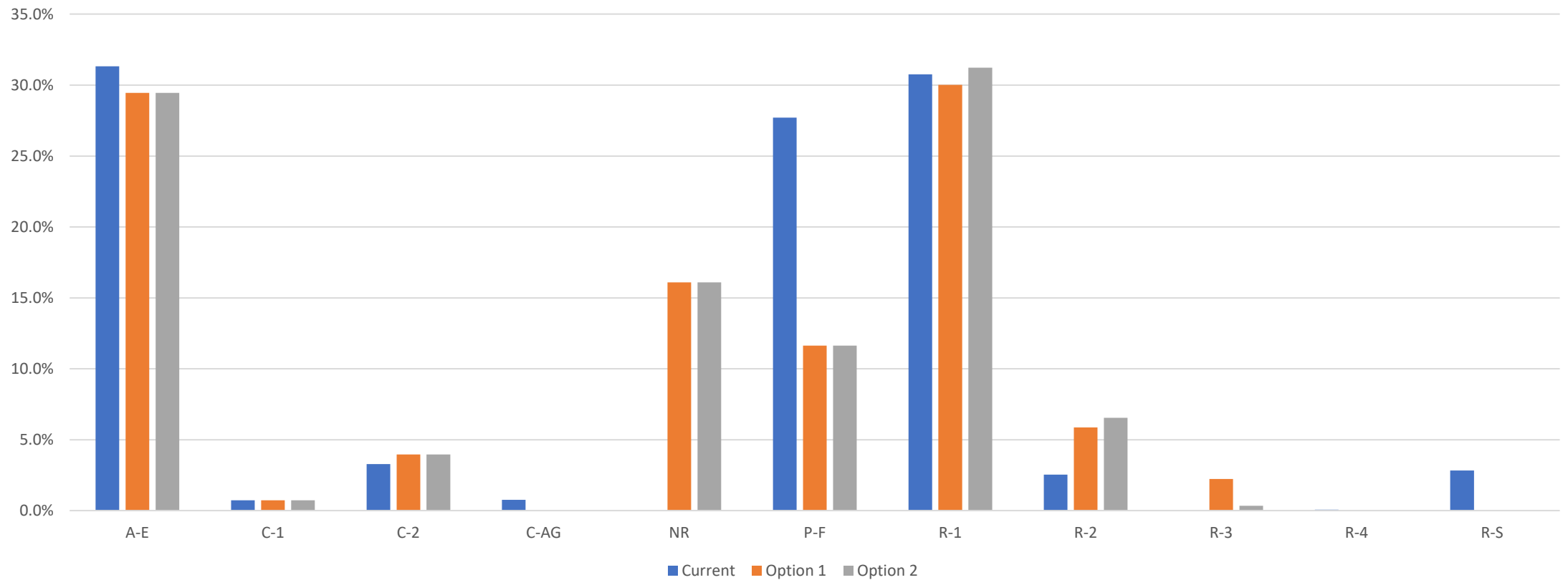


ALTERNATIVE 2



LAND USE OPTIONS COMPARISON

Land Use Comparison (percentages)



LAND USE OPTIONS COMPARISON

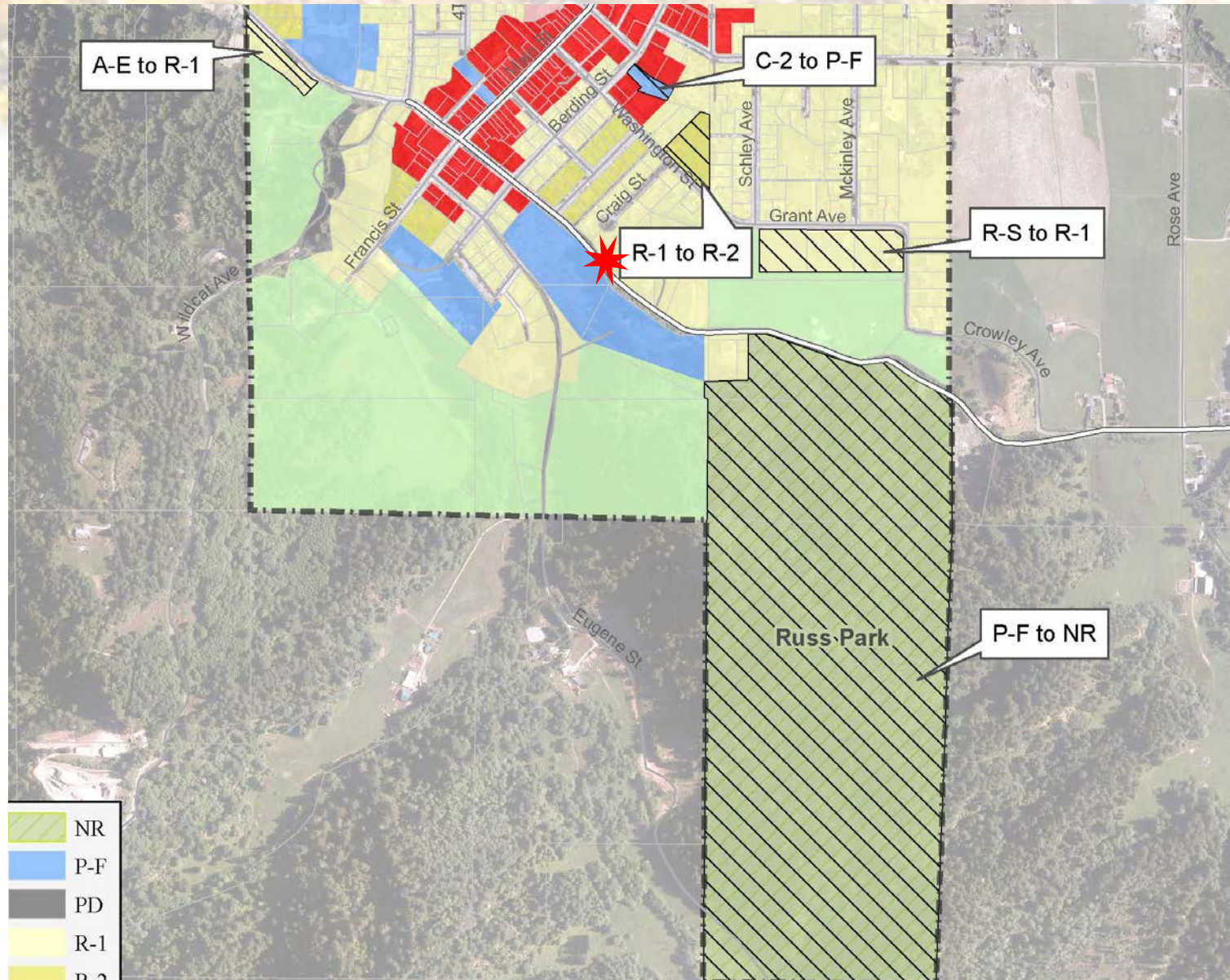
Land Use	Existing Land Use		Option 1		Option 2	
	Acreage	% of Total	Acreage	% of Total	Acreage	% of Total
AE	218	31%	209	29%	206	29%
C1	5	0.7%	5	0.7%	5	0.7%
C2	23	3.3%	27	4.0%	27	4.0%
C-AG	5	0.8%	0	0%	0	0%
NR	0	0%	112	16%	112	16%
PF	193	28%	81	12%	81	12%
R1	215	31%	210	30%	218	31%
R2	18	2.5%	41	5.9%	45	6.5%
R3	0	0%	15	2.2%	2	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



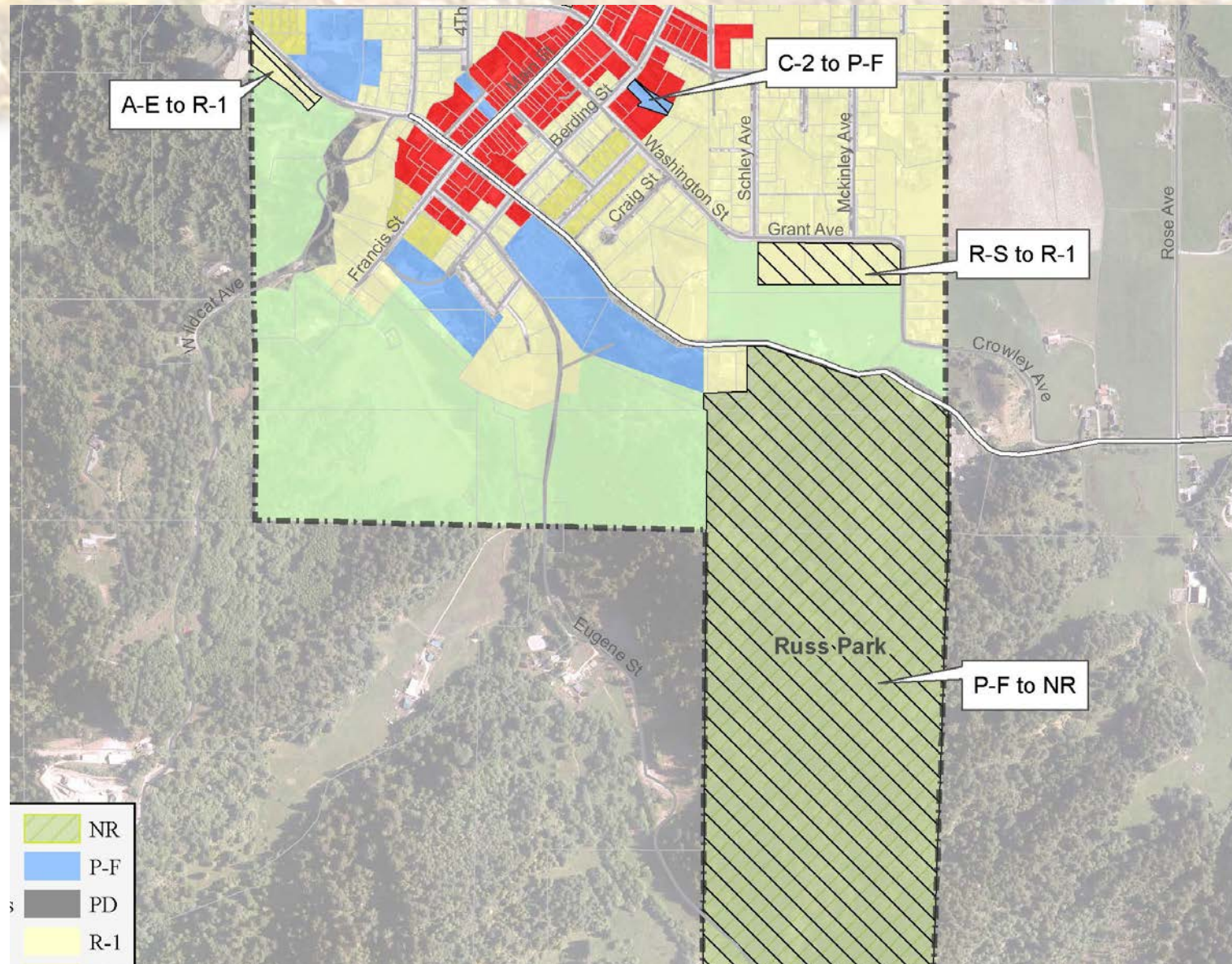
LAND USE DIAGRAM – ALTERNATIVE 1



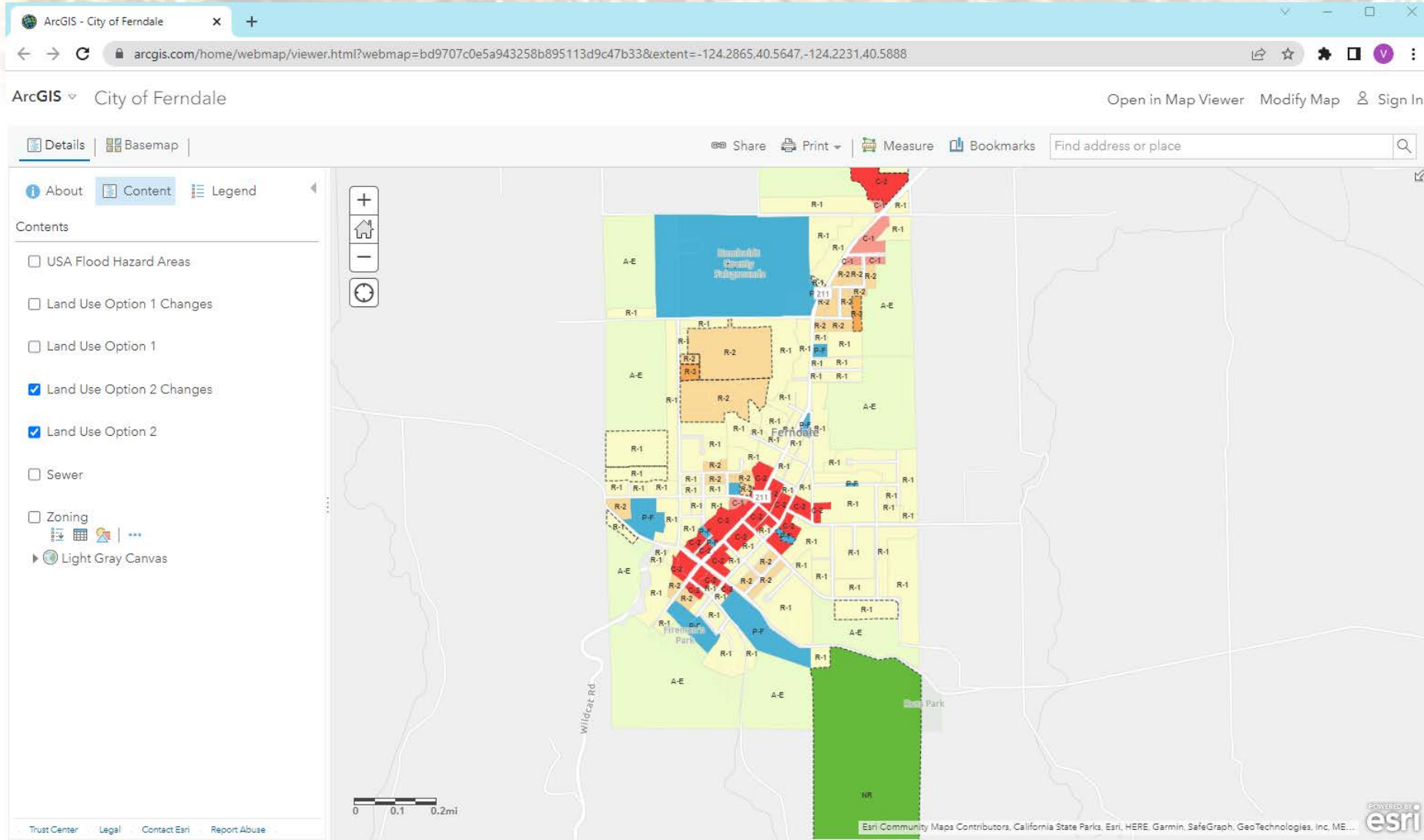
Indicates
difference
between
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LAND USE DIAGRAM – ALTERNATIVE 2

LAND USE DIAGRAM – ALTERNATIVE 2



LAND USE WEB MAP



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

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

[20]



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: Drainage
Infrastructure
Funding**

**LU-IP5: Drainage
Master Plan
Priorities**

**LU-IP6: Stream
Set Back
Ordinance**

**LU-IP7: Open
Space Action
Program**

NEXT STEPS

- **April 15, 2023:** Public Open House (11am-3pm at City Hall)
- **Through 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



Thank you!!
Any questions?

