



# CITY OF FERNDALE

**City Council &  
Planning Commission  
Study Session  
June 7, 2023**

**Ferndale General Plan  
LAND USE ELEMENT**

Public Draft  
March 2023



# WHY ARE WE HERE?

- Updating General Plan Land Use Element
- Must be consistent with housing element programs and accommodate RHNA
  - 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

# 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

2022-2023

Preliminary Land Use Element and Diagram Alternatives drafted

Feb. 2023

CEQA Notice of Preparation of EIR distributed

Jan-May 2023

Planning Commission, Drainage Comm., and Public Meetings to Review Draft Map Alternatives & Draft Land Use Element

June 2023

City Council / Planning Commission Study Session



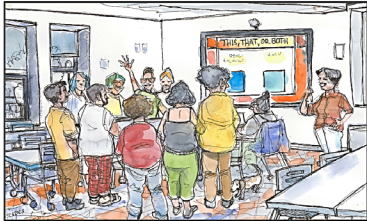
# April 15 Open House Overview

- Held in-person Open House on Sat. 4/15, 11-3
- Over 40 attendees
- Posters including:
  - General Plan background info.
  - land use descriptions and map alternatives
  - conservation and open space
  - open ended questions with opportunity to provide written input
- FAQ's handout
- Computer station for parcel viewing

## 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 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.

#### Required Elements of the General Plan

 Circulation	 Land Use	 Housing	 Conservation
 Noise	 Safety	 Environmental Justice	 Open Space

### 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)

### 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.



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# Public Input Topics Summary

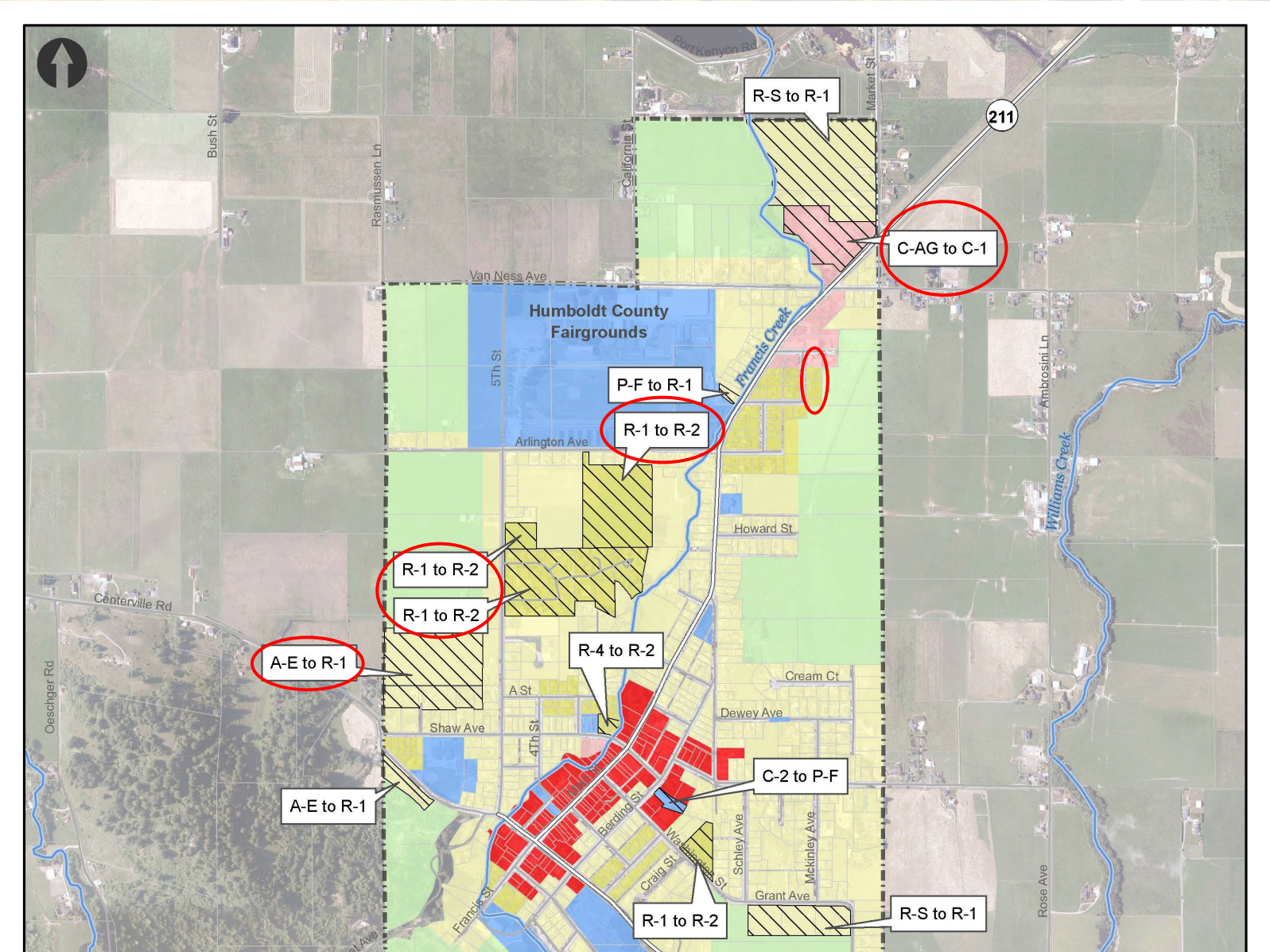
From April 15, 2023 Open House:

- More pedestrian connections (e.g. Ferndale Housing to Main Street)
- Density concerns
- Infrastructure capacity (water, sewer)
- Drainage, flooding, and traffic concerns
- Allow for Francis Creek setback reduction





# LAND USE DIAGRAM ALTERNATIVE 3





# Existing Ferndale Built Density Examples – Low Density

**Approx. 6 du/1.4 acres = 4.3 du/acre**



**Approx. 10 du/1.4 acres = 7.1 du/acre**





# Multi-unit Example



- Yarrow Village in Fortuna
- Single-story senior housing
- Approx. 25 du/ 1.55 acres = 16 du/acre





# RESIDENTIAL LAND USE DESIGNATIONS

## EXAMPLES – MEDIUM DENSITY

Residential Medium Density



*"Cottage Courts"*



0-18 dwelling units/acre

The Residential Medium Density designation is intended to accommodate a range of unit types including duplexes, triplexes, townhomes, and other multi-unit developments.

# 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.

## 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.





# 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 – Funding
- Policy LU-3.7 – Regional Coordination



# 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**

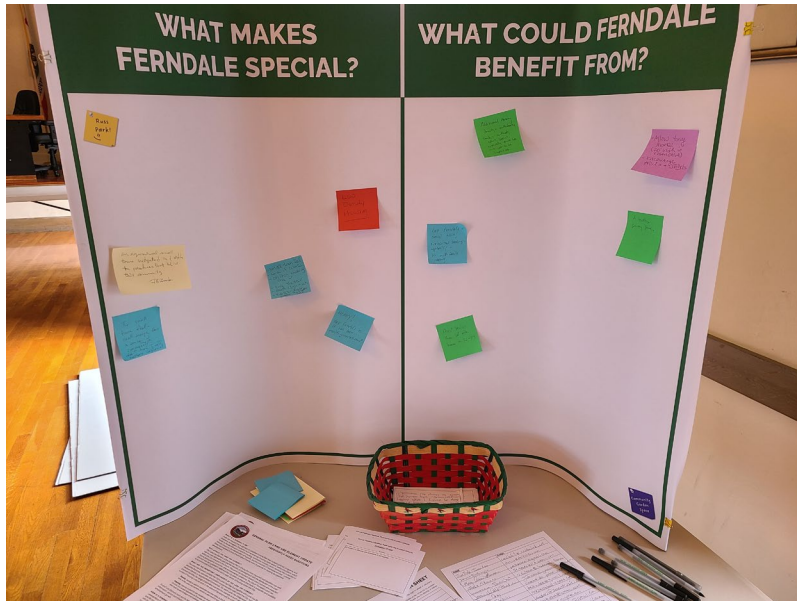
**LU-IP5: Drainage  
Master Plan  
Priorities**

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

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



# NEXT STEPS



- **June 2023:** Prepare Revised Land Use Element
- **Through August 2023:** Continue to conduct CEQA review
- **Fall 2023:** Finalize CEQA and 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](mailto: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?

